

THE COSTCO CONNECTION.

October 2011 • Volume 26 • Number 10

A lifestyle magazine for Costco members

A gift of history

Jacqueline Kennedy
in her own words 26



Caroline Kennedy—
keeping the flame



Paid sick leave 20 John Lithgow 33 Choice cheese 45 Winning wines 70

THE COSTCO CONNECTION



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is here: *Smart Cooking
The Costco Way 2010*

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- Electronic editions of Costco publications are available here in the "Resources" section. Browse, share and print these pages from wherever you have Internet access. You can even download an entire book as a PDF.
- To the left there is a tab called "Resources." Here's where Costco members will find information that they will likely refer to often, such as the [Kirkland Signature Wine Connection](#), all of the *Costco Way* cookbooks (also on right), location guides for [Gas Stations](#) and [Business Centers](#), and a beginners guide to [digital photos](#).



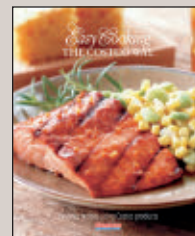
Home Cooking



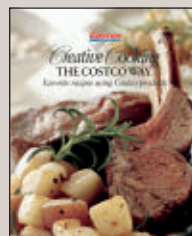
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*Favorite
Recipes*



Easy Cooking



*Creative
Cooking*



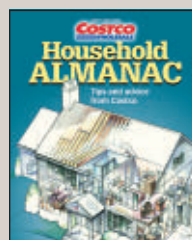
*Cooking
in Style*



Cooking



Entertaining



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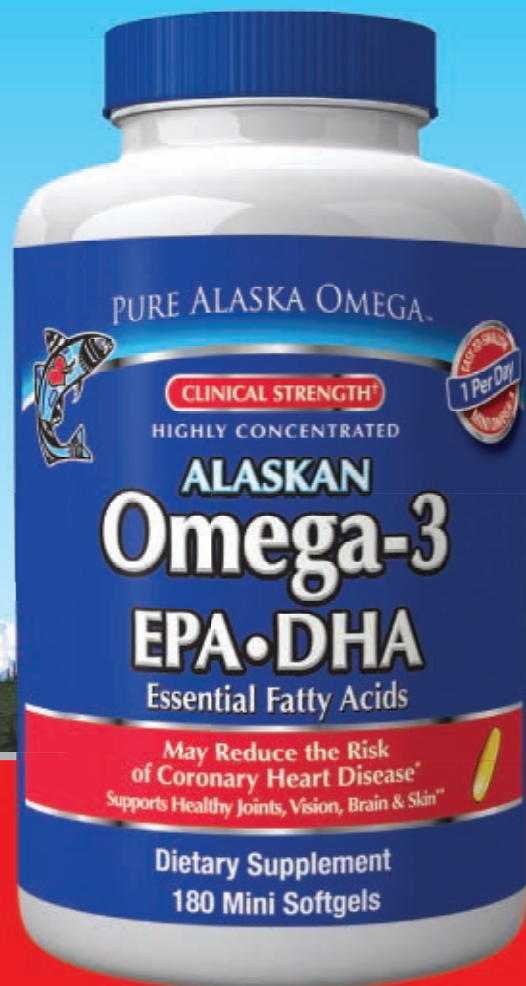
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COVER STORY

A snapshot of time

Jacqueline Kennedy, Jackie Onassis, Jackie O. Though an icon for a generation, much of what she thought and felt remained a mystery. Until now. **BY DAVID W. FULLER**

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COURTESY HYPERION BOOKS / (C)MARK SHAW / MPTVIMAGES.COM

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The 20-year-old classic has just been rereleased in 3-D.

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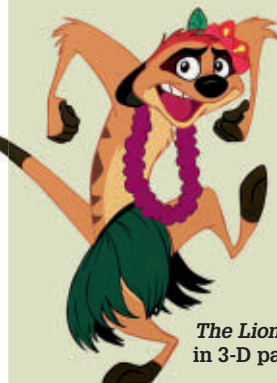


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from the publisher's desk

Ginnie Roeglin

FALL IS MY FAVORITE time of year. I love the beautiful, vibrant colors of the changing season and enjoy spending a little more time at home with my family and friends than the busy summer usually allows. The air is a little cooler, the foods are a little heartier and it is time to fire up both the oven and the fireplace.

Slow-roasted foods are perfect for this time of year. One-pot dinners fill the house with an enticing aroma as they roast in the oven. Pork is an affordable, delicious, lean meat that is easy to prepare for family or friends. For several easy and satisfying fall recipes using Costco's pork loin racks, roasts and chops, see page 48.

As the weather cools, many people seem to migrate from the light, crisp white wines of summer to bigger, bolder red wines that pair well with heartier fall dishes. Costco has long been a top seller of fine wines, and we began developing our own Kirkland Signature™ fine wines in 2003. Today, Kirkland Signature is one of the most successful lines of private-label wines in the country.

Annette Alvarez-Peters oversees our wine program and has become a recognized, influential expert in the wine industry. Starting on page 70, she explains that while other private brands focus on low-end wines, Costco focuses on premium, super- and ultra-premium wines. Costco has partnered with a number of great winemakers and their wineries to develop our top-quality wines. These wines have received high scores from experts, including *Wine Enthusiast* and *Wine Spectator* magazines. (Several Costco members have reported winning blind wine tastings with our Kirkland Signature wines!) Some of our selected wineries are small. When a specific wine is sold out, that vintage is gone, so buy it when you see it. A list of wines that will be arriving this fall is on page 71.

So, stock up your wine cellar, cozy up by the fire and enjoy a glass of Kirkland Signature bold red wine! ☑



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of *The Costco Connection*.

from the editor's desk

David W. Fuller



David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.

SOMETHING CAROLINE KENNEDY said during our interview for this month's cover story keeps resonating with me: one way for the young to learn about those who have come before us is to remind them "our country has had hard times before and we've always come through them."

The statement is such a clarion answer to a question we hear all too often, and not just from the young: Why study history? Of the many answers to that question, I find Caroline Kennedy's to be the most cogent.

Yes, we can all learn from the mistakes of earlier generations, and even a cursory study of history will reveal plenty of those. And the more philosophical "we cannot know where we are going unless we know where we have been" does make sense.

But it is the pragmatic optimism expressed in Caroline Kennedy's statement that should have us all examining the quality (not to mention quantity) of history being taught today. The message is one of reassurance and hope, urging the younger generation to see for themselves the building blocks of the nation's and the world's march toward a more fair and equitable present and future.

David McCullough, the famed historian, as fair-minded as he is eminent, is well known for deploring the current condition of history education in the United States. He lays a good share of the responsibility—and prescription for the cure—directly on "the parents and grandparents of the oncoming generation. We have to talk about history," he said in a recent interview with *The Wall Street Journal*. "Talk about the books we love, the biographies and histories. We should all take our children to historic places. Go to Gettysburg. Go to the Capitol."

This month, with Caroline and Jacqueline Kennedy as the guides, I invite you and yours to journey to another historic place in time—the Camelot that was the New Frontier. ☑

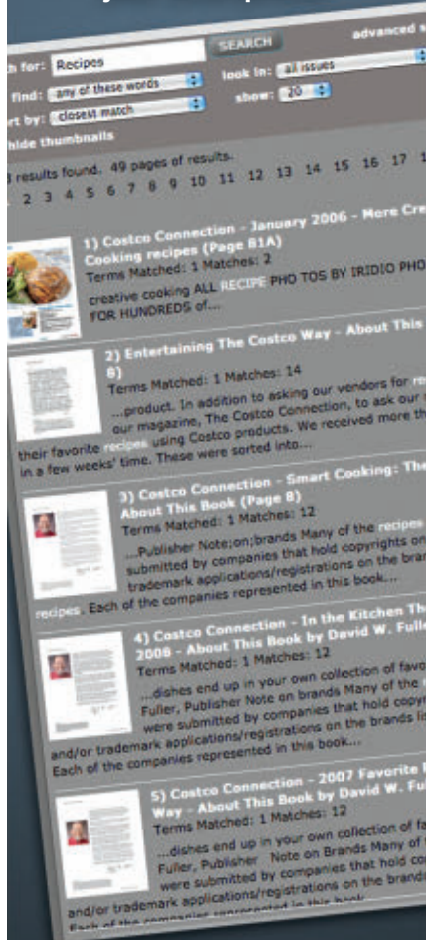
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In response to the September Debate, "Ten years after 9/11, is America safer?"

YES. Since we have avoided most serious incidents, I believe we are succeeding.

*Gloria Kremer
Fullerton, California*

NO. Lawmakers aren't concentrating on a very vulnerable area: our southern border.

*Patrick Caporale
Las Vegas, Nevada*

YES. More people are aware and alert to terrorists. The military is wiser about terrorist attacks. There are more [security measures] being done behind the scenes than most of the public is aware [of].

*Dale Walters
Kansas City, Missouri*

NO. No matter how much we prepare, eventually we will become complacent. The terrorists will wait for that to happen, and get us again.

*David Hinchliffe
Mount Lauren, New Jersey*

Member comments

Social Security exception

A correction to information on page 32, "Getting to know Social Security" [September 2001], third paragraph, next to last sentence: If you retire from the federal government, it *does* reduce your Social Security benefit.

*Marcie Geissinger
Boulder, Colorado*

Author Bob Jennings responds: When discussing Social Security, like the tax code, there are exceptions to everything, and in a short 600-word summary the exceptions just have to be left out. That's why it's so important to do one's own research. I also received numerous comments concerned with the news in various media that "Social Security is bankrupt." Social Security is not bankrupt. It is projected to run out of savings account money in 2036 or 2037,

but even after that still has enough money to pay 75 percent of current needs without any congressional action.

Costco Cash cards for students

This month's article on education costs [David Horowitz, September 2011], mentions that Costco Cash cards can be used to help with expenses. The way it is stated implies that all you have to do is purchase the cards and pass them out, but the recipient actually has to have [his or her] own Costco membership. So how would this be saving me money if I would have to buy additional memberships?

*Olivia Flores
Murrieta, California*

While the Costco Cash card needs to be initially purchased, and subsequently "re-loaded" by a member, the recipient does not need to be a Costco member to use it.—Ed.

The emotions behind downsizing

An article that was well timed for me was "Downsizing proves desirable" [September 2011]. After discovering that my married children don't want any of my stuff, I have been letting go of many cherished items. I couldn't believe how difficult it has been. Your article gave me the insight to realize that it's OK to feel emotional about parting with things, and to feel mentally and physically exhausted during this process is normal. Reading this article made me feel much better and gave me the impetus to tackle this project.

*Janice DeFilipi
Agawam, Massachusetts*

Small-town customer service

I loved "The true value of customer service" [Fresh Views, August 2011] and the way [Chris] Zane has structured his business: Success is the ability to establish long-lasting relationships with people. It makes me want to move to a small(er) town like Branford!

I wish that large companies would do more to breed customer loyalty through service value than spending inordinate amounts of promotional dollars to woo each other's clients away.

*Roy Blom
San Jose, California*

CONTINUED ON PAGE 10

Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to dialogue@costco.com; or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.



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CONTINUED FROM PAGE 8

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*Jerry Harwell
Chester, Virginia*

Emergency preparedness

Your article on unique Costco members ["The company you keep," July 2011] was great. One area you missed is the people who like to be prepared for emergencies.

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*Ryan Shannon
Roseville, California*



Connection comments from the Internet

"Costco Connection's 'Ask Suze Orman' is a must-read. Great financial advice in understandable language." *Tweeted by Morpheus*

"Inspiring read in this month's [Fresh Views, September 2011] *Costco Connection*: 'Don't give up'." *Tweeted by DieselBT*

"There is a Rush interview in *Costco Connection* ['And the bands played on,' September 2011]. That's a bet I would have lost. Wow." *Tweeted by Adventuretom*



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- All ads indicate whether a product is available in the warehouse, on Costco.com or both.
- Prices are usually not listed in the advertising because they have not been finalized at the time of printing and may vary from one part of the country to another due to shipping costs. We hope that members know to check Costco first when comparison shopping.
- To keep prices low, Costco does not offer a telephone service allowing members to call in for prices or product availability.
- Shop early in the month for best selection on seasonal items.
- Costco.com carries few of the products available at the warehouses, but offers 3,500 additional items, including line extensions and supplemental products.

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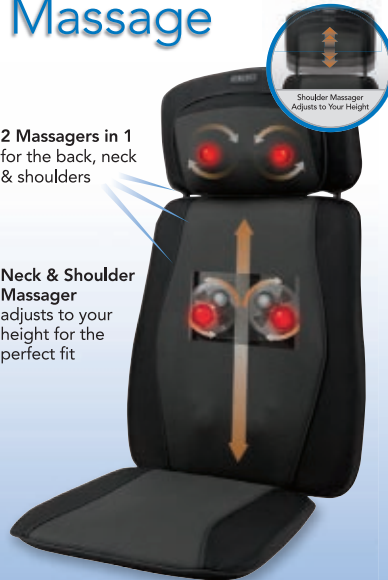
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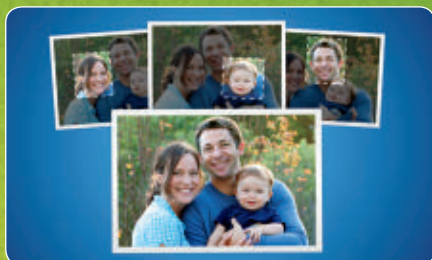
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Paul and Sarah Edwards (www.elmstreeteconomy.com) are the co-authors of a new edition of *Home-Based Business for Dummies* and 16 other books.

MARY ANN HALPIN PHOTOGRAPHY

Trade in the trade show?

TRADE SHOWS BRING together buyers, sellers, suppliers and media. The right show puts you in front of buyers seeking what you sell, and also connects you with suppliers. You can generate more sales leads in a day than you might in months.

But if you've been to trade shows lately, you may have noticed attendance has slipped. A major factor is the cost of travel and people not spending as they have in the past. Most important, businesspeople and consumers increasingly use the Web for contacts, product information and to know what their competitors are doing. As

a result, we're seeing the growth of virtual trade shows with 3-D exhibit halls and show floors, and even social networking.

With so many digital avenues to spend your time and marketing money on, such as search engine optimization and Google AdWords, using social media and setting up a storefront on Facebook, how do you decide whether to invest your time and money in exhibiting in a face-to-face trade show?

Here are some things to consider:

- Are you apt to see customers and suppliers you'll have a hard time reaching online?
- Will the show draw enough of the type of attendees you want to reach to make it worthwhile? If the show has a history, chances are it has a website where you can look up past exhibitors and ask them. You can also contact the show management to find out the show's promotional plans and budget.
- How do you make your exhibit effective? This is not so much a matter of how much you spend, but how well you focus your exhibit on attracting the attendees you want. This means having a display that draws people to you and engages them. A good way to see how this works is to go to

trade shows and watch which exhibits both draw traffic and keep people there interacting with the exhibit staff.

If you decide to exhibit, here are two things to keep in mind:

- If you're making sales on the show floor, you can make payment very easy by using services such as Square and Google Wallet with your smartphone or iPad, so you can accept credit-card payments on the spot.
 - Be sure to follow up. Too often exhibitors get busy and are slow to follow up with show leads. Some never do. But with smartphones and tablets, today your follow-up can be instantaneous. You can send follow-up information from your booth or at least before you get back to the office.
- If you're looking for a trade show near you, a useful resource is the free database provided by the Trade Show News Network: www.tsnr.com. ☐

More in archives
On Costco.com, enter "Connection." At *Online Edition*, search "Paul and Sarah Edwards."

Five trends shaping the future of work

By Bob Nelson

THERE ARE FIVE major trends that will increasingly affect the workforce of all organizations:

1. The growing shortage of skilled workers. With unemployment still hovering around 9 percent, it is hard to grasp the concept of an impending skilled labor shortage. However, this is exactly what is unfolding and will continue to unfold in the decades ahead—not a labor shortage, but a *skilled* labor shortage. The evidence is based on current demographic trends, which indicate a declining birthrate in industrialized countries, combined with an aging population that is heading into retirement. This will be the most significant human resource trend over the next few decades.

2. The rise of the Millennials. Those born between 1980 and 2000 will soon make up the largest segment of the U.S. workforce in both number and attitude, reshaping the workplace. This generation of 90 million prospective workers thinks and is motivated differently from previous generations. They expect work to be part of their lives, not to define who they are, yet they also expect meaning in their jobs and are not interested in "paying their dues." Instead of a "career ladder" of steady

promotions, this group expects a "career lattice" with varied work experiences.

3. The rise of the temp. The temporary-employment segment has generated more jobs than any other segment since the recession technically ended. Businesses have been hesitant to hire back full-time employees due to the uncertainty and volatility of the economy. Many believe this change to be permanent in nature versus just part of the economic cycle. There are currently 10 million contingent workers, greater than union membership. There are also now 22 million companies that do not have a payroll. This group's work expectations are shifting from "lifetime employment" to "lifetime employability."

4. The evolving role of virtual employees. Some 42 percent of all organizations currently provide some type of flex time or option for telecommuting, job sharing or alternate work schedules, yet we haven't mastered how to make technology replace the social bonds in the workplace. Often the more connected we are at work through technology, the more alienated we tend to be in our jobs and the less connected we feel with others. Work is increasingly becoming a state of mind more than a place to be.



PHOTODISC

5. The globalization of the labor market. The geographic bonds between producer and consumer are gone, and jobs are more often transferable around the globe. Companies will increasingly need to decide what their core competitive advantages are, and what things other firms can do better to move the work or move the worker. ☐

Bob Nelson, president of Nelson Motivation Inc. (www.nelson-motivation.com), is a management consultant and conference presenter.

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Social media: A scammer's paradise

MANY OF US spend a great deal of time reconnecting with old friends, exchanging photos and videos, and doing business on social networking sites such as Facebook, Twitter and MySpace.

Cyber-crooks have also turned their attention to the big social sites because they're rife with potential victims—Facebook alone has more than 750 million members—and the threats are new enough that many people haven't given much thought to how to defend themselves.

Protecting yourself against social networking scams entails being aware of what they look like and properly securing your personal information when you are connected to the Web. Here are some of the most common social networking scams.

OMG, did you see this picture of you?

You receive an email or an instant message claiming a picture of you has just been posted—check it out here! Immediately, you click on the link, which takes you to your Twitter or Facebook log-in page. There, you enter your account info.

Unfortunately, both the email and the landing page are fake. That link you clicked took you to a page that only looked like your intended social site. It's called phishing, and you've just been had. A cyber-criminal now has your password, along with control of your account. From there, those up to no good can access information that may help them hack into other accounts of yours.

To prevent this, make sure your Internet security includes anti-phishing defenses.

Take this quiz— all your friends have taken it!

On many social networking sites, you see questions that are supposedly funny or clever, such as what type of character you may be from your favorite movie. You may be prompted to do something fun, such as find out your I.Q. or vote for your favorite song. You enter your information and cell phone number, as instructed. You have just unwillingly subscribed to some dubious monthly service that will charge your cell phone \$9.95 a month.

Tweet for cash!

"Make money on Twitter!" and "Tweet for profit!" claim that anyone can work from home and make large sums simply by tweeting. If you fall for it you are asked for your credit-card number in order to pay a \$1.95 shipping fee to get a "Twitter Cash Starter Kit." Later, you find out that the starter kit is only a seven-day free trial, and the company then charges a

monthly fee, typically around \$50. It is then up to you to stop the charges, and it may be too late.

Hidden URLs

Beware of blindly clicking on shortened URLs. You see them everywhere on Twitter, but you never know where they will take you since they hide the full location. Clicking on such a link could direct you to your intended site, or to one that installs all sorts of malware on your computer. Make sure you have real-time protection against spyware and viruses.

Protect yourself

If you're on Windows, run a security package. Use a modern browser, such as the current versions of Internet Explorer, Firefox or Chrome, all of which have built-in measures for protecting you against the fraudulent sites used by social network scammers. And make sure you've got the current version of your operating system, since it'll have the latest patches for security leaks.

Be particularly cautious about any message that suggests you click off the site to perform an action such as watching a video or seeing a photo. If an acquaintance sends you a cryptic note that looks fishy, don't hit "Reply," but send a separate note to the person who sent it, asking if it is real.

Be aware that a hacker could break into one of your friends' social network accounts and use it to spam you with scam messages that might lead you to give away information. If the same hackers tamper with your account they can launch attacks on your family and friends. Protect your personal information by choosing cryptic passwords with random characters, numbers and punctuation marks. Change them periodically. ☐



David Horowitz is a leading consumer advocate. Visit his blog at www.fightback.com. He is a frequent guest on radio and television stations. Consult your local listings for dates and times.

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Do you have a question for David?

Just log on to www.fightback.com and "Ask David." For a fee, he will personally respond to your problem if you follow the instructions printed on his website. (Costco members receive a rebate off the normal fee.) Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on www.fightback.com.

Ask David Horowitz

I RECENTLY took a holiday cruise on the cruise line Holland America [not through Costco Travel]. Unfortunately, many people on the ship contracted food poisoning from the main dining room during the voyage. Worried that we would also get sick, we left the ship at the next port. How can we get our money back?

Nancy

Newport, California

UNLESS YOU obtained written confirmation that you would receive reimbursement for your trip, you are not entitled to one. The cruise line is responsible for the passengers who did get sick; however, if you chose to leave on your own, they are no longer responsible, nor do they owe you reimbursement. However, I recommend that you write to Holland America's parent company, Carnival Corp., and inform them of your experience. They may choose to give you a credit for your next voyage, but do not expect a full refund for your trip.

DAVID HOROWITZ PHOTO: AMY CANTRELL

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Tech upgrades for your home

By Marc Saltzman

WHAT'S THE STATE of your home electronics? Here's a look at some simple upgrades that can increase productivity and make life better at home when it comes to your PC and wireless network.

A cleaner, leaner Windows

One frustration typically hits new computer buyers right off the bat: "trialware" and other demo programs that open at start-up.

All of these extra icons can make your desktop look very cluttered. And knowing which one to use could be confusing, as many of the programs do the same thing, such as play music or provide an anti-virus solution. Even worse, booting up the computer can take a long time with all those extra programs.

To remedy this problem, Microsoft has launched a highly specialized configuration of Windows called Microsoft Signature. Available on select Dell, Acer and Samsung PCs at Costco, it's the cleanest and leanest version of Windows 7 available, as the desktop houses a single icon (Recycle Bin). Initial boot-up and shut-down times are significantly faster on these new PCs.

PCs with Microsoft Signature are configured to operate at each model's peak performance level. All Microsoft Signature machines include Windows 7, Windows Live Essentials, Microsoft Security Essentials antivirus software, Internet Explorer 9 with Bing optimization, Zune software and more. You'll see the Microsoft Signature logo on these PCs.

HP has introduced a similar feature, called HP Premier Experience, on select PCs at Costco.

You can customize the desktop as you please. But you maintain control over what shows up and when, which makes for a more productive and personal computing experience. For more information, see <http://signature.microsoft.com/>.

Updating your wireless network

Chances are you set up a wireless network in your home for a single task, such as enabling a laptop to access the Internet without having to use a cable. Over the years, numerous other devices have entered the scene that can use your home's Wi-Fi network—HDTVs for streaming movies and accessing the Internet, printers, tablets, video game systems, eBook readers, media players and more.

Can your network handle this increased demand? If it's been a few years since you installed a wireless router, the answer is probably no.

The latest routers feature 802.11n technology (compared to the older 802.11g/b), which offers faster speeds—especially ideal for streaming video and playing multiplayer games. Some models also have multiple antennae to better handle a number of wireless devices at the same time.

These new 802.11n routers offer a broader range, easier setup and better security. Speaking of security, remember to password-protect your wireless network.

Screen dream

Lately, we've seen falling prices and bigger sizes for flat-panel televisions. Likewise, there's never been a better time to upgrade your PC monitor.

Oh sure, a big wide-screen LCD monitor makes sense for your entertainment needs—especially for viewing movies and playing games. But there's also a productivity bonus: You can see more information on the screen at the same time.

It wasn't too long ago that most people were staring at 15- to 19-inch monitors. Today, you can pick up an affordable 23- to 27-inch monitor for your desktop, laptop or netbook.

If you have room, consider dual monitors. Graphic designers and others have long used two monitors—one for their "palette" and the other for their "canvas." But many others can enjoy the convenience of two screens. For example, you can have your email open on one screen while working on a document on the other.

Most computers have built-in support for a dual-screen setup. Microsoft offers good advice at www.microsoft.com/athome; enter "dual monitors" in the search box. [E]

The Costco Connection

Costco offers a complete selection of electronics for your home in the warehouses and online at Costco.com, including a range of PCs with Microsoft Signature, routers and computer monitors in a variety of sizes.

Ask Marc Saltzman

JOHN GOLDSTEIN

Questions about electronics or computers you purchased at Costco? Email them to: connection@costco.com.

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Please include "Tech Connection" in the subject line. Marc will answer selected questions in this column. We regret that unpublished questions cannot be answered individually.

Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 14 books.

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Should paid sick leave be mandatory?



LEGISLATION HAS BEEN introduced at the national level, as well as in several cities and states around the country, that would require employers to grant paid sick leave to their employees.

Supporters of this legislation say that paid sick leave improves productivity and workplace health, and prevents contagious diseases from spreading beyond the workplace. Workers with paid sick leave run up lower healthcare costs, they add, and employers with paid sick leave experience less employee turnover.

Critics argue that many businesses cannot afford to pay employees who do not come to work. They say mandatory paid sick leave would result in fewer wage increases, fewer hours and possible layoffs.

What do you think?



Find out more about this topic on the Web:

- www.govtrack.us/congress/bill.xpd?bill=h112-1876&tab=summary
- http://en.wikipedia.org/wiki/Sick_leave
- www.dcemploymentlawupdate.com (search "healthy family act")

YES

from members:

Shirley G. Pantaleo
Spokane Valley, WA



Employees [should] be permitted to stay home with a contagious illness, but [should] also [be able] to use a sick day when a child or aged parent needs care.

Michael Baran
Homer Glen, IL



Per doctor's orders? Absolutely. Pay for one or pay for the likely domino effect.

Diane Drapos
Holden, MA



If you are sick you need to recover, and coming to work would make others sick.

NO

from members:

Larry W. White
Phoenix, AZ



People will pretend to be sick and will be out going to sporting events or other activities. Paid sick leave will raise insurance rates.

Debbe Pistoria
Helena, MT



Small businesses would be hurt the most. Big business gives more sick time but we can't continue losing our small-business partners in our country.

Lester Hinton
Greensboro, NC



We have our own business and it would hurt us. The government offers enough programs to help everyone out.

from an expert in the field:



Debra L. Ness is president of the National Partnership for Women & Families (www.nationalpartnership.org), which leads a nationwide coalition in promoting paid sick days (www.paidicksickdays.org).

FAMILIES AND BUSINESSES benefit when employers offer paid sick days. Take the employee who is suffering from chills and a high fever. The employee cannot miss a paycheck and still pay his mortgage and feed his children, so he continues working. His productivity suffers and co-workers get sick. If his boss offers paid sick leave the scenario could be very different. The employee could see a doctor, recover and return to work quickly.

There are more than 44 million workers in the U.S. without paid sick days, according to the U.S. Bureau of Labor Statistics. These workers are more likely to go to work sick and send sick children to school, burdening them and their families, jeopardizing their health and the health of the community, and reducing business productivity and profits.

Research documented in the *Journal of Occupational and Environmental Medicine* shows that paid sick days reduce costs associated with “presenteeism”—productivity lost when employees are forced to come to work sick (estimated to cost \$160 billion annually). They safeguard the health of other employees, customers and the public by allowing sick workers to stay home. According to the *Compilation of Turnover Cost Studies*, paid sick days reduce turnover and improve worker loyalty, decreasing the cost of having to advertise, interview and train new employees.

Unpaid sick days also drive up healthcare costs. According to the report *Paid Sick Days: Attitudes and Experiences*, employees without paid sick days are more than twice as likely to seek emergency-room care because they can’t take time off to see doctors, and parents without paid sick days are five times more likely to seek emergency-room care for their families. These expensive trips often replace routine medical appointments and preventive care, leading to higher health insurance costs.

Business experiences confirm the research. San Francisco has had a paid-sick-days law since 2006, and employers of all sizes report that it has not adversely affected businesses or profits. Workers can earn five to nine days annually, but use an average of just three. One-quarter of employees report taking none. Business arguments against paid sick days simply don’t hold up.

Providing paid sick days is a common-sense policy that should be available to all workers. It’s the right thing to do for workers, for the public health and for America’s businesses. [E]

from an expert in the field:



James Sherk is senior policy analyst in labor economics at The Heritage Foundation (www.heritage.org).

REQUIRING BUSINESSES TO provide paid sick leave would wind up hurting many of the workers it is meant to help.

When the government requires businesses to provide a specific benefit, they do. However, employers also reduce workers’ cash earnings by an equivalent amount. Employers care about the total cost of the compensation they provide their employees. They do not care how they divide that compensation between cash wages and non-cash benefits.

Government-mandated paid sick leave would not increase workers’ total earnings. It would shift their compensation balance between pay and benefits. Workers would get more paid time off but make less money.

Right now, employees can voluntarily make this trade. The Family and Medical Leave Act (FMLA) requires businesses to provide unpaid sick leave. Workers can choose to take more unpaid sick leave and accept less pay.

Of course, many workers do not want to make this trade. But once the government gets involved, it does not matter. Every worker without paid sick leave would exchange the new benefit for a pay cut.

Mandatory paid sick leave is also largely unnecessary. The vast majority of full-time workers—86 percent—already receive paid leave they can use when sick.

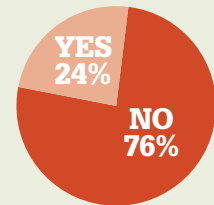
This raises another problem. When companies voluntarily provide a benefit, they can discipline workers who abuse it. An employee who frequently calls in sick on Mondays and Fridays will have to justify his or her conveniently recurring illness. But mandated benefits become statutory rights. As long as the worker takes leave according to the letter of the law, an employer cannot punish a worker for using—or misusing—his legal rights.

According to the Bureau of Labor Statistics, many employees already abuse their right to unpaid leave. When employees claim bogus leave, employers must either dump their tasks on co-workers or leave the job undone. If paid sick time also became legally guaranteed, these abuses would multiply—to the detriment of both diligent co-workers and small businesses.

Forcing businesses to give paid sick leave seems sensible. And it would be, if Congress could also repeal the law of unintended consequences. [E]

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• • • • •

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be based on seniority?

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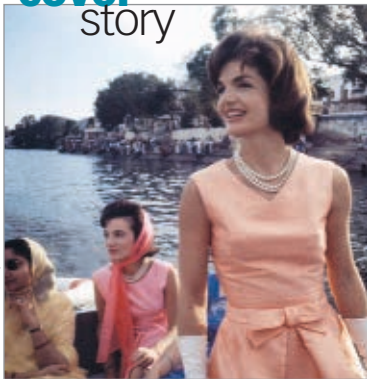
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BY DAVID W. FULLER

THE KENNEDY

Caroline Kennedy releases mother Jacqueline's historic interviews about life with JFK

WHEN JOHN F. KENNEDY was running for the Senate in the early 1950s, some of his advisers expressed concern that his new wife, Jackie, might be something of a political liability on the campaign trail due to her refined finishing-school speech and her obvious intellectualism.

By the time Kennedy was contemplating the shape of his presidential reelection campaign, these same advisers were insisting that Jackie play a central role on the campaign trail. The change reflected the fact that, during her years in the White House, Jacqueline Bouvier Kennedy had achieved a status as a trendsetter and international celebrity unprecedented for a first lady.

The change also reflected and was part of broader shifts in American culture. Jack and Jackie, the quintessential 1950s couple, like millions of others, were moving into a new era; indeed, the couple was leading America into the New Frontier.

Few couples have had more written about them

than the Kennedys. Americans of the baby-boom generation and the generations just before and after have felt they had a pretty good understanding of the personalities of these two larger-than-life participants in the country's history.

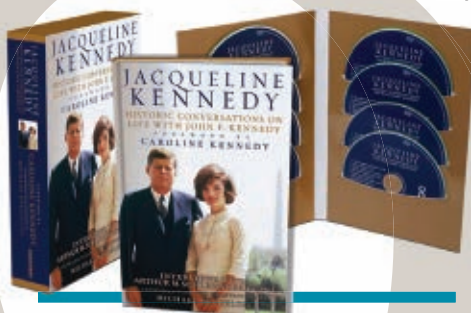
But Jacqueline Kennedy wrote no memoir. After the death of her husband, she famously secluded her two children from the public eye. Although she went on to a career in book publishing, she remained curtained from the public view. In fact, she granted just three significant interviews about her years in the White House—all in the first six months after the assassination.

One of these was to Pulitzer Prize-winning historian Arthur Schlesinger Jr., a longtime Kennedy friend and adviser, who as part of an oral history project on the life and career of JFK sat down with Mrs. Kennedy for seven taped interviews starting in March 1964, less than four months after her husband's assassination. The final interview was in June 1964.

Really more a series of conversations, since they include quite a bit of Schlesinger's own memories and thoughts about the New Frontier days, the interviews were done under the condition that the tape recordings be sealed for 50 years.

Now, in conjunction with the 50th anniversary of JFK's presidency (and a few years short of the 50-year sequestering), the audio of the interviews is being released, along with a transcript including carefully documented footnotes by historian Michael Beschloss.

The decision to go ahead with publication rested with Caroline Kennedy, the Kennedys' sole



The Costco Connection

Jacqueline Kennedy: Historic Conversations on Life with John F. Kennedy will be available at most Costco locations in late September.



CECIL STOUGHTON, WHITE HOUSE/JOHN FITZGERALD KENNEDY LIBRARY



COURTESY HYPERION BOOKS/(C) MARK SHAW/MPTIMAGES.COM



COURTESY HYPERION BOOKS/(C) PAUL SCHUTZER, TIME & LIFE/GETTY IMAGES/JFK PRESIDENTIAL LIBRARY

CONVERSATIONS

surviving child, who now serves as president of the John F. Kennedy Presidential Library in Boston. The Schlesinger conversations “represent a gift to history and a labor of love” on her mother’s part, Caroline Kennedy writes in her frank foreword. Those who read this book and especially those who listen to the eight CDs will understand Caroline’s mention of love is a reference to her mother’s deep love for John Kennedy. And indeed, the dualities of public and private, political and personal, world events and family life pervade just about every page of the book and every segment of the recordings.

The release of the recordings and the transcript was not a foregone conclusion, Caroline tells *The Connection* in a recent interview at the Kennedy Library. “I grew up with my mother mostly being much more protective and shutting that kind of attention out,” she notes. “And so to be responsible for bringing this thing forward felt like a big step for me.”

Ultimately, her belief in the book and discs’ value as both a historic document and a personal tribute to her parents outweighed any hesitation. And, she felt, “if it was going to be done I should be the one [to do it].”

So, late last month, *Jacqueline Kennedy: Historic Conversations on Life with John F. Kennedy* was released by Hyperion Books.

“The overall purpose of this is to, I hope, awaken an interest in history and inspire kids and new generations who don’t remember that time to become interested in public service and the study of history, and to remind them that our country has had hard times before and we’ve always come through them,” Caroline says.

At the same time, she adds, she believes the material will give a “more rounded view” of her mother “to people who felt they had a pretty good take on her.

“It’s hard for me as a daughter who, obviously, knew my mother so well to remember that other people didn’t really know her,” she explains. “There were nuances and parts of her that people really didn’t know.”

In fact, in the book and discs Jacqueline Kennedy opens up to Schlesinger about people and events in ways she never did in public.

Caroline says there are numerous comments her mother might have wanted to expunge from the book and that gave her pause as she weighed the pros and cons of whether to edit such remarks from the material. In the end she chose to edit just for clarity and to leave the accuracy of the conversations intact. The decision adds weight to the book and discs in both of its senses—as a historic and personal record. “It is a snapshot of a time,” she points out.

The time discussed runs from when her mother met JFK to the assassination. Covered are his days in the Senate; his campaign for president; his election as the first Catholic and at that time the youngest president in history; the memorable inauguration; the selection of his cabinet; the civil rights movement; the aborted Bay of Pigs invasion; the creation of the Peace Corps; the Cuban missile crisis; the triumphant trips to London, Paris, Vienna, Mexico, South America and India; the construction of the Berlin Wall; the restoration of the White House; the New Frontier.

CONTINUED ON PAGE 28

Photos from lower left to right:

Historian Arthur Schlesinger Jr.

First Lady Jacqueline Kennedy, her sister, Lee Radziwell, and an unidentified woman aboard a boat on Pichola Lake, Udaipur, India, March 1962

Mrs. Kennedy greets her husband for the first time as president

President Kennedy and his family, Hyannis Port, Massachusetts, 1962

Reading in Hyannis Port, Massachusetts, 1959

President and Mrs. Kennedy attending the first inaugural ball at the National Guard Armory, Washington, D.C.

Just how much did Jacqueline Kennedy know about her husband's daily activities running the government? This always has been a bit of a mystery. "But as this oral history confirms," writes Beschloss in his extremely informative introduction, "she knew considerably more about John Kennedy's political life than she let on to outsiders, and her influence on his official relationships was substantial."

He adds, "Among the First Ladies of the twentieth century, probably only Eleanor Roosevelt had a greater impact on the Americans of her time."

Jacqueline's recollections about the political, literary and other notables with whom she came into contact are alternately acerbic, insightful, humorous and penetrating, although at times they can be curt. Despite such lapses, however, her dignity shines through in each of the conversations, as do her down-to-earth observations.

On Nikita Khrushchev: "It's just one gag after another. It's like sitting next to Abbott and Costello or something to get through ... dinner."

Asked what her husband thought of President Eisenhower, she commented, "Well. Not much. Jack saw all that could have been done ... how really he kept us standing still."

Many times, her comments seem to ring with relevance for the present. Speaking of JFK, she notes, "He'd often say ... never get in anything so deep that you've lost all chance of conciliation."

There also are remarkably poignant moments—best listened to rather than read in the transcript—such as when John Jr., then just 3 years old, enters the room and Schlesinger asks him, "John, what happened to your father?" John John responds, "Well, he's gone to heaven."

And then there are wonderful glimpses of fully private times in the White House, such as JFK playing with Caroline and John John when they would come into the bedroom and turn on the TV just before he started his workday: "He'd have them tumbling around" as they watched exercise guru Jack LaLanne, Jackie notes. "He loved those children tumbling around him."

A major part of the purpose of the interviews was to record Jacqueline's memories and thoughts about her husband. Because she is so candid here, the results often are as revealing of her and of their remarkable relationship. At one point she notes, "He thought his best quality was curiosity. I think he was right. He thought his worst was irritability, but ... he was never irritable with me."

In another passage about the moments on the dais just after the inauguration, she notes, "There's a picture [see page 26] where

PROFILERS of COURAGE

Essay contest carries forward JFK's values

WHEN SENATOR JOHN F. KENNEDY was recuperating from back surgery in 1955, he seized upon a project that allowed him to indulge his interest in history and his love of reading. The result was *Profiles in Courage*, which tells the stories of eight U.S. senators who risked their political careers by taking principled stands for unpopular causes. The book became a best-seller, won a Pulitzer Prize in 1957 and was a step in bringing its author national attention.

The book's straightforward prose and the underlying values it treats appealed deeply to me when I read it as a 12-year-old in 1961. In a word, I found it inspiring. Still do. Perhaps that's why I was so intrigued to learn a few months ago about the Profile in Courage Essay Contest for high school students, conducted by the John F. Kennedy Library Foundation. The contest invites students from across the nation to write an essay on an act of political courage by an elected U.S. official. This past year 2,002 students from 50 states and Washington, D.C., submitted essays.

The winning essay this year is by Kevin Kay, a junior at Walt Whitman High School in Bethesda, Maryland, who profiled civil-rights advocate John B. Orr Jr., who as a freshman Florida state representative challenged that state's resistance to school integration in 1956. His stand cost him

I have my hand on his chin and he's just looking at me and there really were tears in his eyes. I mean that was so much more emotional than any kiss because his eyes really did fill with tears."

As to her role as the wife of the president or a wife in general, it is necessary to keep in mind that we are hearing the voice of a woman of the 1950s who had very much the conventional view of marriage. She tells Schlesinger her response to those who asked where she got her opinions was "I get all my opinions from my husband. Which is true. I could never conceive of not voting for whoever my husband was for."

Elsewhere she says, "You wanted to be so cheerful for Jack when he came home," and "I think a woman always adapts, and especially if you're very young when you get married and



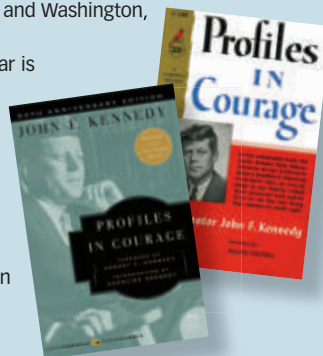
Caroline Kennedy and Kevin Kay, the 2011 essay winner. Below: *Profiles in Courage* current edition, now on sale at Costco, shown with iconic early edition, now out of print.

reelection in 1958. But "Orr's political martyrdom sowed a seed for educational reform in Florida," Kay wrote in his essay.

Like thousands of other entrants during the last 15 years, Kay did the research, the thinking and the writing it takes to really understand the stories of those who have exhibited political courage. "These individuals embody my father's belief that one person's single act of courage can change the world," notes Caroline Kennedy.

Students interested in entering the 2012 contest can find guidelines and a registration form at www.jfklibrary.org, by clicking on the "Education" tab. Essays can be submitted online (preferred) or via regular mail postmarked no later than January 8, 2012.

The first-place winner will receive a \$5,000 cash award and \$5,000 to grow in a John Hancock Freedom 529 College Savings Plan. The second-place winner will receive a \$1,000 cash award, and up to five finalists will each receive a \$500 cash award.—DWF



... are uninformed, you really become the kind of wife you can see that your husband wants."

Spoken in 1964, the words do not jibe with the person Jacqueline Kennedy had grown into by the 1970s, the woman who supported *Ms.* magazine in its early days and who was known for backing various feminist causes.

Like all good collections of snapshots, this book captures moments in time, offering them for consideration of how some things change, while others don't. Vivifying the era Jacqueline Kennedy likened to Camelot, these pages and recordings cause readers and listeners to consider the meaning of those days.

"Now that these people are no longer in living memory, this is one way to keep their ideals alive," Caroline Kennedy says, as she moves on to further duties as principal keeper of the flame. [E]

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Kids' pick!

Melissa McMeekin,
assistant buyer, books

Kids!
books & more

Ever since I started in the book business I've been a lover of Jan Brett's picture books. Her beautiful illustrations and heartwarming stories have made her one of the nation's best-selling author/illustrators. This November Costco will be selling the newest Jan Brett picture book, *Home for Christmas*. Rollo, a wild little troll, runs away from home because he doesn't want to do his chores. He tries living with various woodland animals,

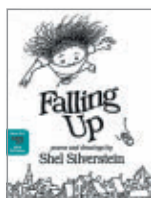
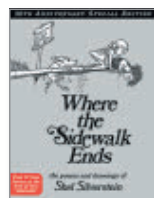
but finds out there is no place like home, and returns home just in time for the best Christmas ever. Bring home a Jan Brett book and it will become an instant classic in your family library.

**Hardcover from Putnam Juvenile
on sale November 1**



From the beloved Shel Silverstein

Generations have grown up reading the works of Shel Silverstein. *Every Thing on It* is the first poetry collection in the tradition of his acclaimed and best-selling titles *Where the Sidewalk Ends*, *A Light in the Attic* and *Falling Up* to be published since Silverstein's passing in 1999.



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**Hardcover from HarperCollins on
sale September 20**

A love of literature comes from a bright and early beginning!

Nothing opens up a child's mind like a good book! Board books are both durable and entertaining, and the perfect way to start off young readers on a voyage of literary discovery. Thrill little ones with the quintessential Dr. Seuss classics *The Cat in the Hat*, *Horton Hears a Who!* and *The Foot Book*, and that's just the beginning! Collect all of the books from Random House's best-selling *Beginner Books* series.

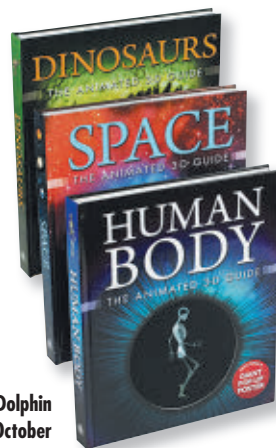


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Interactive 3-D learning

Take a unique, multidimensional approach to learning with this revolutionary new series. Animated 3-D pictures, giant pop-up posters, fascinating facts and the latest research provide a fun, interactive resource for anyone who wants to learn more about the human body, outer space and dinosaurs.

**Hardcovers from Silver Dolphin
on sale mid-October**



**Box set from
HarperCollins on sale early October**

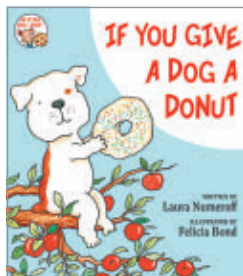
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Welcome to the world of Ramona Quimby and her hilarious escapades. In Beverly Cleary's touching series, Ramona goes from a little pest to a young adult and everything in between. With adventures that span Ramona's childhood, there's something for everyone. Get the best books in the Ramona series in one box set, along with other Beverly Cleary favorites such as *Runaway Ralph* and more—15 Beverly Cleary books in all. Perfect for the young reader in your life!

Creative Disney storytelling

Delve into the magical worlds of your favorite characters! Read along in their new adventures, then get ready to bring these stories to life with Disney's new paper doll activity sets. Each book is accompanied by over 500 pieces of beautiful embellishments, fabric and more. The possibilities are endless!

Activity sets from Publications International available early October



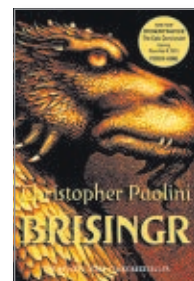
Paperback from Berkley Trade on sale September 27

An all-new backyard adventure

The highly anticipated new addition to Laura Numeroff and Felicia Bond's *If You Give...* series has arrived! The high-spirited little dog that first appeared in everybody's favorite classic, *If You Give a Pig a Pancake*, is now the star of his very own book. You'll be on an all-new canine adventure faster than you can say, "Woof!"

All good things must come to an end. Readers around the world have been swept up by Eragon's quest. Now, the best way to truly appreciate the final installment of the *Inheritance Cycle* is to catch up on the first three novels in the epic series—*Eragon*, *Eldest* and *Brisinger*—before book four is released next month.

Paperbacks from Random House available now



Long live the king

arts & entertainment

20-year-old classic returns

By Nancy Mills

THE LION IS still king. *Wimoweh!*

After four months of detailed tech work, Disney is releasing a 3-D version of its modern classic *The Lion King*, putting a new generation of young viewers right into the savannahs of storybook Africa. Scar (Jeremy Irons) will scheme anew and Simba (Matthew Broderick) will rise as before to take his place in the great "circle of life."

"The only reason to make it 3-D [was] to enhance the story," says Robert Neuman, who supervised the 60 stereoscopic artists charged with converting the 1,500 hand-drawn scenes to 3-D. "We've given audiences a way to see *The Lion King* differently."

"You feel you can reach right into this reality," he tells *The Connection*. "If you're interested in quality of picture and sound, this will probably be the best presentation—3-D allows you to see stuff you might not have noticed before."

"I've seen some 3-D films that weren't enjoyable," *Lion King* co-director Rob Minkoff says. "But when the conversion was completed, I was very pleased: 3-D enhanced this film."

When Disney started the four-year process of creating the story of a young lion, Simba, returning from exile to avenge the murder of his father, Mufasa, by his uncle, Scar, no one was thinking about William Shakespeare. But when they were pitching the story, Minkoff remembers, they realized "the theme is similar to *Hamlet*. We had to figure out, 'What is the 'to be or not to be' speech?' After Simba sees Mufasa's ghost and Rafiki hits him in the head, he decides to go back home. It works."

Robert Guillaume, 83, who provided the voice for Rafiki (the calm and wise mandrill),

insists that he wasn't playing himself. "I'm a hothead," says the man who came to fame in the 1970s in the TV series *Soap* and then *Benson*. "I've tried my whole life to get a handle on myself and my reactions to problems I might have had."

When he began work on the film, "I was very skeptical," says Guillaume. "I kept wondering, 'How in the world is anything I'm doing going to make sense in the story?' But the more I abandoned myself and the more free-wheeling the character became, the more sense it made."

Jeremy Irons, 63, was performing Shakespeare at Stratford-upon-Avon when Disney approached him to voice the villainous Scar. "They told me I'd be playing the evil uncle, a mangy, rather mean lion who frightened young cubs," he remembers. "He was somebody not very happy in his situation."

"It sounded a very nice idea to play an Iago-ish character, or maybe Richard III in early times. I love playing around with voices, and I found one I'd never used before. When we next met, I sat there with a video camera on me so artists could get an idea of what my face was doing."

The artists also studied Cheech Marin, who plays Banzai, one of the hyenas. "I thought of hyenas as scummy scavengers, so I wanted a kind of insinuating and drawn-out voice that would be annoying and cowardly at the same time," he says.

The Costco Connection

The Lion King is available in all Costco warehouses in a new 3-D DVD/Blu-ray version.

(Top to bottom) Rafiki, Mufasa, Sarabi, Nala, Simba, Scar and the rest return in a new 3-D *Lion King*.



Marin initially thought he would be playing the title character but quickly realized, "I'm not the kingly type. I have no long Shakespeare tradition. Why else would you hire me if not for comic relief?"

Marin, a Costco member, was surprised at the film's huge success. "When I first saw some scenes, I thought, 'Well, this is going to be OK, I guess,'" he says. "But then I was just amazed. *The Lion King* is a very sophisticated movie. It was such a big leap forward in animation. This is not a cartoon any more. And the music [by Elton John and Tim Rice] really propelled it. It translated to every country and every culture. It was a perfect wave." [E]

Nancy Mills is a Los Angeles-based journalist who writes about film and TV for such publications as *USA Today* and *The New York Times Syndicate*.

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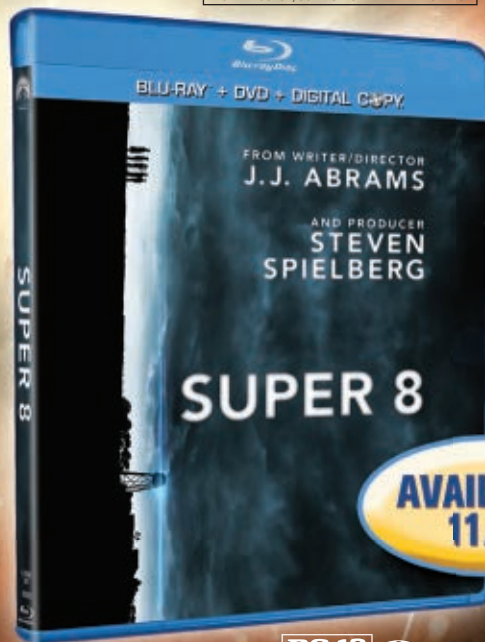
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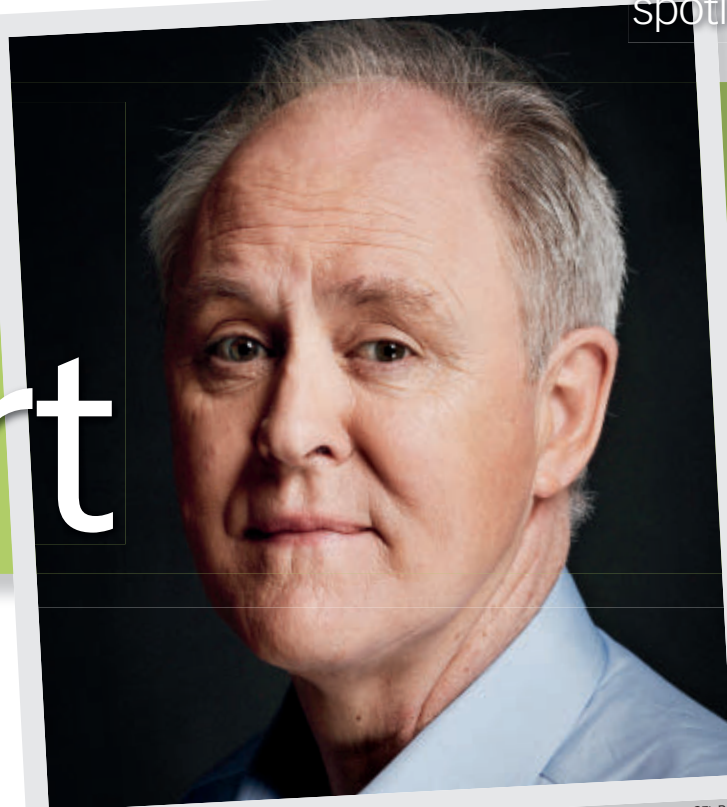
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WAREHOUSE ONLY



An actor at heart



NIGEL PARRY

John Lithgow reflects on his journey

By Stephanie E. Ponder

ACTOR JOHN LITHGOW is known for his versatility: Think Charles Rodman in the recently released *Rise of the Planet of the Apes*, Emilio Lizardo in the cult classic *The Adventures of Buckaroo Banzai* and his Emmy Award-winning role as a serial killer on the TV show *Dexter*.

Now he's trying his hand at writing a memoir, *Drama: An Actor's Education*. The idea was born after caring for his ill father in 2002. During that time Lithgow, 65, began to reflect on the power of story—impelled by “Uncle Fred Flits By,” a P.G. Wodehouse short story his father read to him as a child, which he then read to his elderly father, and by thinking about his work as a storyteller and the path that led him to where he is today.

The Connection recently caught up with Lithgow at his vacation home in Montana, where he talked about writing his memoir.

The Costco Connection: Why was it important for you to write this book?

John Lithgow: When you reach my age you look back at your life; you look back at your parents. I think it began as a sort of tribute to my father [Arthur Lithgow] and the desire to keep his memory alive ... and tell people about him, because he was a very valuable person in my life. He was a very valuable person, period. I think he was a really great man of American theater [an actor, theater director and producer], and I thought it was a really interesting story, to tell his story, and, emerging from that, to tell my own story.

CC: Drama focuses on your career up until the late 1970s. How did you decide what to include and what to leave out?

JL: I started writing without a plan and realized about a third of the way through that

I should probably stop this book at the most logical halfway point.

I think my life became a lot less interesting as soon as I became famous. People already know about *The World According to Garp* and *Terms of Endearment* and *Third Rock from the Sun* and *Dexter*. They don't know a thing about these earlier experiences, which, in a way, were far, far more important to me. I decided to take all of the things from my early life that were truly formative and that turned me into the actor I became at the point when people began to notice me, the point at which I became famous.

Also, I do think that my life changed so radically as an actor in 1980 [when his movie career took off] that it seemed like a good time for a kind of intermission. If my life were a play, that was the end of Act I.

CC: You write about some very private experiences, including your divorce and an affair. Why did you include them?

JL: When I set out to write the book, I don't think I had intended to go into those very, very personal places. In a sense I felt like I was either going to write an honest book or

a dishonest book. And I chose to really be honest with myself. That very, very difficult year that I wrote about toward the end of the '70s, where my life basically fell apart. If I'm going to write a book about my life, how am I going to leave that out? It was that important to me, and I've learned an enormous amount, not just about me, but about human emotions in a very general way. And as an actor, I trade in human emotions.

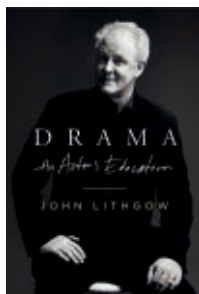
CC: I was surprised to learn that you started out wanting to be a painter, not an actor. Do you still paint?

JL: Yes. I paint and draw. It's a hobby now. It's not a great calling now as it was when I was a kid—as reflected in the book. And I've nursed the fantasy all my life of switching things around completely and going back to painting—or at least taking a year off and doing nothing but painting. But I don't know, acting is so damn much fun, and people keep hiring me, so I don't think I will ever do that.

CC: You've written several children's books and now this memoir. Do you have any interest in writing a novel?

JL: I love novel writing, and I worship novelists, and somehow I don't presume to put myself in their category. I feel like a lightweight as a writer, almost a dilettante.

I am an actor at heart. All of my energies go into that. Writing this book, I took it very seriously and spent a long time and worked very hard on it, but I still feel like I'm an actor. I had the feeling that I was pretending to be a writer the whole time I was writing it. [H]

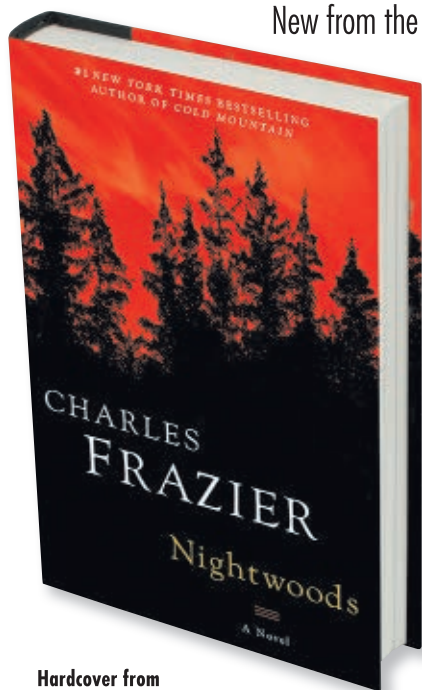


The Costco Connection

John Lithgow's memoir, *Drama: An Actor's Education*, is available in most Costco warehouses.

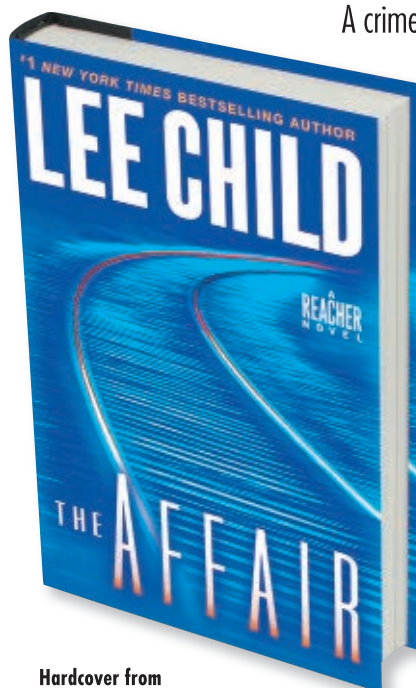
The very best page-turners... from

New from the author of *Cold Mountain*



Hardcover from
Random House on sale September 27

Charles Frazier has created his most memorable heroine yet in *Luce*, a young woman who suddenly inherits her murdered sister's troubled twins. Set in the early 1960s, Luce was content to live apart from the world, outside a small town in North Carolina. But the arrival of the children changes everything for her—taking her easy, solitary life and turning it upside down, making it difficult and even dangerous. Known for bringing vivid characters to life, Frazier does it again with his dazzling new novel.



Hardcover from
Delacorte Press on sale September 27

A crime scene and a cover-up

In 1997 Jack Reacher was an elite military cop, assigned to investigate the murder of a young woman. All evidence points to a soldier at a nearby military base. One problem—that soldier has friends in high places. Reacher is ordered undercover and then finds himself joining forces with local sheriff Elizabeth Deveraux. Together, they try to uncover what others want buried forever. See how it all began for Jack Reacher as Lee Child takes readers back in time to the case that made Reacher who he is today in *The Affair*.

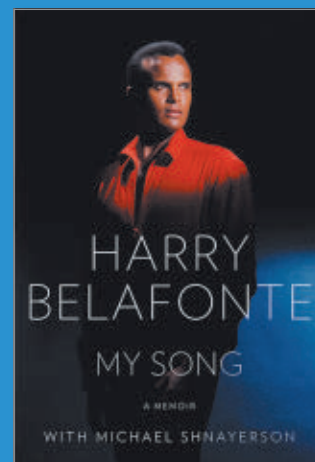
If it seems too good to be true, it probably is



Hardcover from
Doubleday on sale October 25

The partners at Finley & Figg make an adequate living chasing ambulances for their “boutique law firm” in southwestern Chicago. Until one day when a young, burned-out attorney ends up on their doorstep. Together, the three lawyers are ready to take on their first really big case—an open-and-shut class-action suit against a pharmaceutical company that could make them tremendously rich. It seems too good to be true—because it is. John Grisham's latest novel is filled with all the suspense and courtroom theatrics that have made him so popular. Don't miss *The Litigators*.

An artist and an activist



Hardcover on sale October 11

FROM KNOPE

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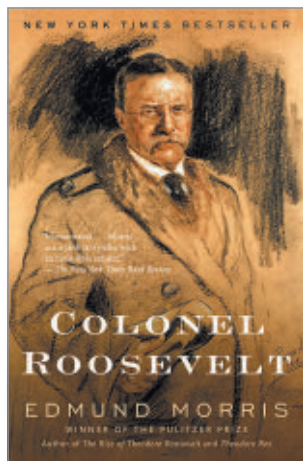


Make any holiday even more memorable and personal with handcrafted projects and techniques from Martha Stewart. With 225 projects including cards and greetings, gifts, decorations, party favors, tabletop accents, kids' crafts and more—each idea is sure to help create year-round unforgettable celebrations.

**Paperback from Potter Crafts
on sale September 27**

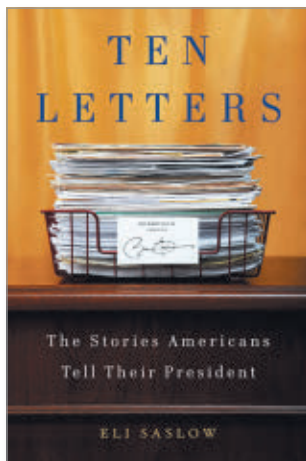


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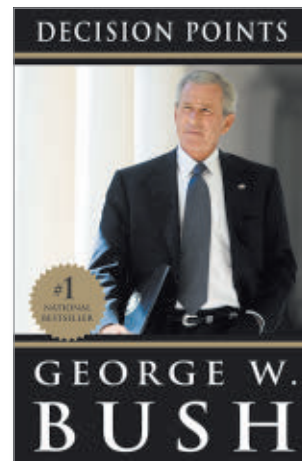
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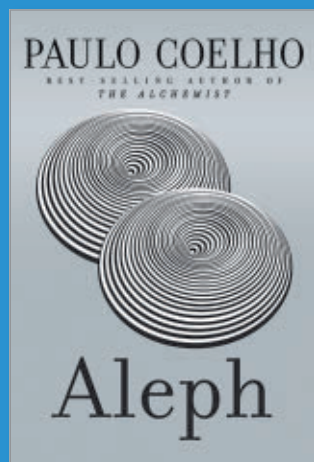
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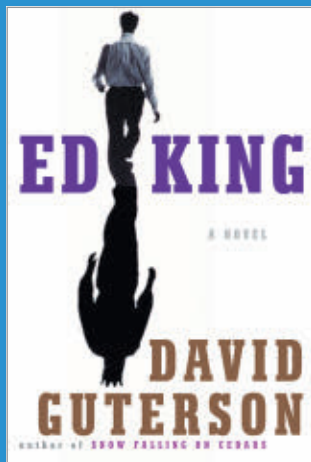
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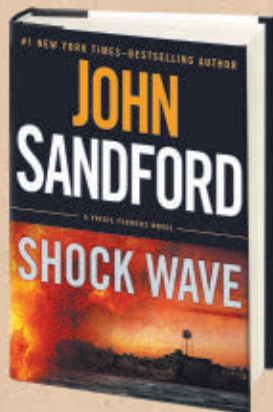
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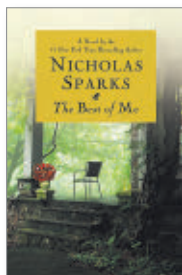
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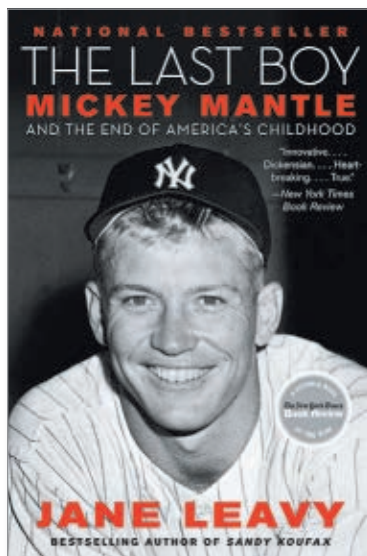
Can true love rewrite the past?

A funeral brings Amanda Collier and Dawson Cole home to North Carolina—25 years after they were deeply in love. Neither has lived the life they imagined and neither can forget the passion they once shared. But in one weekend, they realize that everything they thought they knew was not as it seemed.

Hardcover from Grand Central Publishing on sale October 11

How we remember a hero

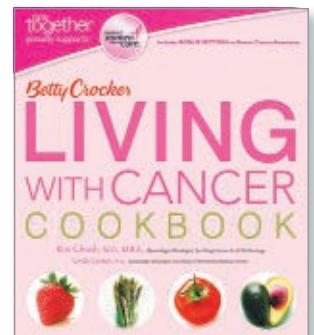
Painstakingly reported and elegantly written, Jane Leavy's *The Last Boy* is much more than a biography of Mickey Mantle. Starting with her interview with him in 1983 and drawing on over 500 interviews with family, teammates and opponents, the best-selling author delivers the definitive account of the life of legendary #7, mining the mythology of “the Mick” for the true story of an incredible talent with a damaged soul.



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Good nutrition is hugely important when fighting cancer, but treatment can make eating difficult. Now, with an inspiring special edition of the *Betty Crocker Living with Cancer Cookbook*, oncologists, nutritionists and cancer survivors offer a collection of simple, nourishing and delicious recipes specially designed for that difficult time. With over 150 recipes, shared inspirational stories, complete nutrition information and an easy seven-day menu plan, nutritious becomes delicious!



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Professional liar

David Benioff feeds need to tell stories

By J. Rentilly

WHEN DAVID BENIOFF was 7, he answered a “what does your daddy do” school assignment by penning a flowery tome about his father’s adventurous—if entirely fabricated—career as a submarine commander. “There aren’t many submarine commanders living in Manhattan,” he admits. “My teacher was a little suspicious.”

It was during his teen years that Benioff embraced a line by Isaac Bashevis Singer: “When I was a child, they called me a liar, but now that I am grown up, they call me a writer.” Indeed, grade school fibs have led Benioff from a childhood immersed in comic books and Dungeons & Dragons to short-lived stints as a club bouncer and a high school English teacher and, finally, a white-hot career as a best-selling novelist (*City of Thieves*, this month’s Book Buyer’s Pick), in-demand screenwriter (*Troy*, *Wolverine*, *The Kite Runner*) and co-creator of HBO’s smash series *Game of Thrones*.

Particularly captivated by Stan Lee’s *X-Men* comic books and E.B. White’s *Charlotte’s Web*, Benioff has been lying his entire life, but in a good way, a writerly way. Whether in school, on camping trips or at marathon D&D games, Benioff was telling stories, often tales of survivors and survival, outsiders who yearn, sometimes outlandishly, for a place to belong.

This is certainly the case for *City of Thieves*’ Lev and Kolya, the World War II odd couple whose only chance of surviving Nazi-occupied Europe is to secure a dozen eggs for a powerful Soviet colonel to

use in his daughter’s wedding cake. The stakes are never less than life and death, but the journey is one toward love.

Benioff says that road trip is one oft taken by writers, including himself on the seven-year path of composing *Thieves*. “Writers want to be loved by strangers,” he admits. “That’s all I want, really: to invite a devoted reader into my dream.”

This is a proposition few readers can resist, as *Thieves* virtually sings with humor, pathos, savagery, utterly indelible characters and paragraphs that tease, turn and crescendo like a great symphony. Benioff creates an immediate emotional urgency with the book’s prologue, which claims the book retells his grandfather’s harrowing experiences in World War II, an enchanted narrative merely told to Benioff one summer’s day. In fact, Benioff’s grandfather lived his entire life in New York. The setup is a lie, too, another homage to Singer’s song of subterfuge.

“It’s a novel. It says so right there on the cover,” Benioff says in his defense. “The narrator of the book positions it as a true story, but he’s a fictional character too, so I wouldn’t trust anything he says.”

Benioff burst almost simultaneously into the worlds of publishing and filmmaking in 2002, when his first novel, *The 25th Hour*, was both published to stellar reviews and adapted into a big studio motion picture written by the author and directed by Spike Lee. Since then, he has forged an enviable career, while being “deliberately lazy.” Translation: He is taking his time—as a major prose author. Today, he splits his time between Los Angeles, Manhattan and Belfast, and is married to the actress Amanda Peet, with whom he has two children.

Earlier this year, HBO premiered *Game of Thrones*, a brutal, sensual, epic fantasy series (which he describes as “*Sopranos* meets Middle Earth”) based on the novels by George R.R. Martin, adapted by Benioff and longtime friend and collaborator D.B. Weiss. “People thought we were nuts going to HBO with a show about ice demons and dragon eggs, but it’s worked out pretty well,” says Benioff.

“I know my mom was worried about me a lot when I was a kid, being so into fantasy games and making up stories all the time and comic book heroines like Jean Grey,” he says. “I’m pretty sure she didn’t expect those obsessions to come in handy later in life, but they have.” And that’s no lie. [E]

J. Rentilly is a Los Angeles–based writer.



David Benioff

DEBORAH FEINGOLD



FRANCE FREEMAN

WHAT’S NOT TO love about David Benioff? He’s handsome, has a beautiful wife and, oh yeah, has shown more talent in the past few years than most of us could ever hope to exhibit in a lifetime.

In his second novel, *City of Thieves*, Benioff tells a coming-of-age story of two World War II prisoners whose only hope for survival lies in stealing a dozen eggs for a powerful colonel to use for his daughter’s wedding cake. As the two slink around a lawless Leningrad, a great friendship is born.

Despite the humor that flows through this book, Benioff doesn’t shy away from the fact that brutal realities of war are unavoidable for the two protagonists, Lev and Kolya. But he also shows readers the beauty of a friendship formed in the midst of life’s ugliest moments.

For more book picks, see page 39.

Signed book giveaway

COSTCO HAS 50 SIGNED COPIES of David Benioff’s *City of Thieves* to give away. For a chance to win, send an email with your name and mailing address to giveaway@costco.com, with “David Benioff” in the subject line. Or print your name, address and daytime phone number on a postcard or letter and send it to: David Benioff, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

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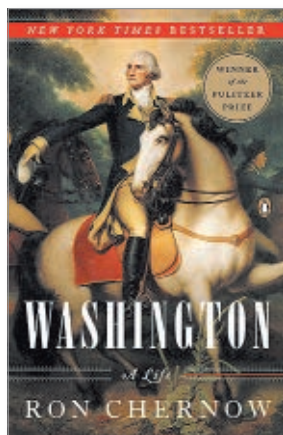
Pennie Clark Ianniciello,
Costco book buyer

FRANCE FREEMAN

A real look at the father of our nation

Ron Chernow reveals the passionate life of a complex man who loved deeply and inspired fully, and whose political genius shaped a new government, establishing the very office of the presidency, in *Washington: A Life*.

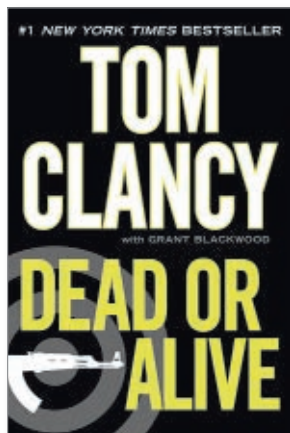
Paperback from
Penguin on sale September 27



Father and son, united

While Jack Ryan is at home, penning his memoirs, Jack Ryan Jr. finds himself knee-deep in trouble at the independent secret intelligence agency known as "The Campus," with the agency's most recent, deadly target, Emir. It's remarkable how a common enemy can bring a father and son together. *Dead or Alive* firmly places Tom Clancy at the top of his game.

Paperback from
Berkley Trade on sale September 27



THE DOVEKEEPERS

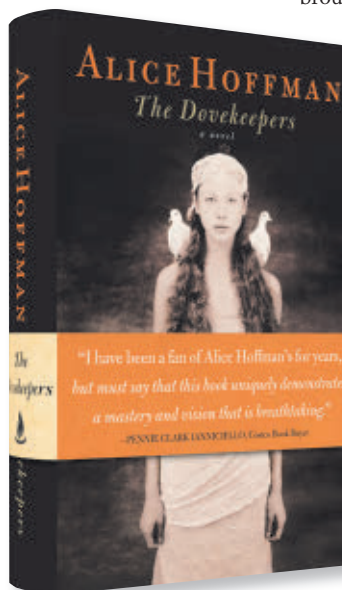
by Alice Hoffman

A testament to the human spirit

Set in ancient Israel, Alice Hoffman's latest novel focuses on four bold women whose lives

brought them to Masada, where they took a brave but long and deadly stand against the powerful armies of Rome. The separate lives of the four complex women intersect in the frantic days of the siege. All are dovekeepers, each with a secret to hide about who they are, where they came from and where their passions lie. With more than five years devoted to the research and writing, *The Dovekeepers* is Alice Hoffman's most ambitious novel yet, a true literary masterpiece.

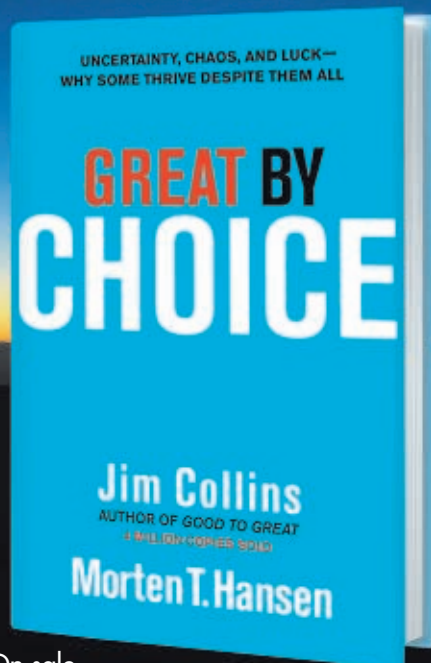
Hardcover from
Scribner on sale October 4



"I have been a fan of Alice Hoffman for years, but must say that this book uniquely demonstrates a mastery and vision that is breathtaking."

—PENNIE CLARK IANNICIELLO,
Costco Book Buyer

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October Book buyers' picks



Nonfiction

Martha Stewart's Handmade Holiday Crafts: 225 Inspired Projects for Year-Round Celebrations, by the editors of *Martha Stewart Living*. Somewhere there are old photos of my family's kitchen table, covered in construction paper, sequins, crayons and glue. My family and I are engrossed in making party hats for the birthday festivities we would have later that day. We didn't have this book then, but if we had, perhaps we'd have made matching napkin rings, glitter-filled balloons, sparkly swizzle sticks and so much more!

—Jonna Erickson, assistant buyer, books

Seriously... I'm Kidding, by Ellen DeGeneres. DeGeneres' résumé is nothing shy of impressive. In addition to hosting *The Ellen DeGeneres Show*—now in its eighth season—she's also hosted the Emmys and the Academy Awards and been a judge on *American Idol*. Her acting career includes her own prime-time sitcom and giving a voice to the lovable but forgetful fish Dory in *Finding Nemo*. In this book DeGeneres steps back to her roots: stand-up comedy. Readers get an unadulterated look at her laugh-out-loud (and never mean-spirited) sense of humor as she discusses her experiences from the last few years. (October 4)

—Jeffrey Purtell

inventory control specialist, books

Oogy: The Dog Only a Family Could Love, by Larry Levin. I've long believed that animals and would-be pet owners find each other at the right time. Something tells me Oogy, Levin, his wife and adopted sons would agree. When the Levin family took their terminally

ill cat to the vet in 2002, they met "the ugliest dog they had ever seen." Oogy, who was missing an ear and had half his face covered in scar tissue, ran up to the family, showered them with kisses and captured their hearts. The poor pup had been used as bait for fighting dogs and then abandoned to die. This heartwarming and inspirational story will put a smile on your face—and a wag in your tail. (October 12)

—Shana Lind, assistant buyer, books

Juvenile

Fancy Nancy: Splendiferous Christmas, by Jane O'Connor. Since Fancy Nancy first appeared in 2005, she has been encouraging young girls to live life at their fanciest. In this book Nancy focuses her attention on decorating the Christmas tree, using all of her ribbons, glitter and spunk to make this a Christmas to remember. Nancy never lets small mishaps get in her way and reminds readers that you can never have too much tinsel. (Early October)

—Melissa McMeekin, assistant buyer, books

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—Pete Hammond, BOXOFFICEMAGAZINE

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PG-13

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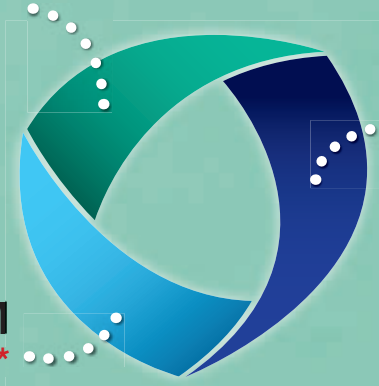
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A place to lay your head

The proper pillow is an investment in your health

By Karen Haywood Queen

MEDIA BAKERY

SOFT OR FIRM; feather, foam or down: How do you choose the best pillow? If you wake up with a sore neck and back, if your pillow is so flat you have to bend it, if your last pillow came from the bargain bin, you may need a new pillow.

First, the job of a pillow is to support your head, neck and back, pillow experts say. A better pillow can mean a better night's sleep. You can spend \$5, \$100 or in between. A good pillow might last for up to 20 years, while a less expensive pillow may need to be replaced after three years. Keep in mind, you're investing not only in a good night's sleep, but also in your health, as national studies have linked poor sleep to a variety of health issues.

A proper pillow isn't always the largest one on the shelf. "The average consumer views bigger as better," says Beth Mack, chief merchandising officer for Hollander Home Fashions in Boca Raton, Florida. "A pillow can be very large and fluffy and not be correct for the type of sleeper you are."

How you sleep helps determine the best pillow. About 70 percent of people sleep on their sides, 20 percent are primarily back sleepers and 10 percent are stomach sleepers, says Mack, a Costco member.

A side sleeper requires the most support and an extra-firm pillow, while a back sleeper can go for a medium-firm to firm pillow and a stomach sleeper might opt for a medium-density, flatter pillow, she says. Since more people are side sleepers, a firm pillow is a good choice for a guest room, she adds.

"If you talk to people, you'll hear them say, 'I bend my pillow in half to double it up,'" Mack says. "They're so used to buying a pillow and bending it. The truth is, the pillow is not providing enough support."

If you have allergies, you'll want to get a hypoallergenic pillow. While all synthetic fills

The Costco Connection

Costco and Costco.com carry a variety of pillow types, including down, memory foam, latex and allergy-free head and body pillows.


are allergen free, you can also get down and feather pillows rated hypoallergenic. Linda Howard, vice president of sales for Pacific Coast Feather, notes, "There are a lot of consumers who feel they are allergic to down and feathers when in fact they are allergic to improperly washed down and feathers."

A memory foam pillow will mold itself to the contours of your body. Open-cell memory foam pillows are designed to keep air flowing. "A lot of people, as they're sleeping, find their pillow gets hot," says Maria Sigmond, director of product development for Sleep Innovations in West Long Branch, New Jersey. "We get great feedback from our

customers that they don't feel hot on [open-cell memory foam] pillows."

Taking care of your pillow is important to extend its life span, Howard says. "You definitely want to protect it from oils and dirt," she adds. To wash or not to wash? Check the tag. In most cases, a pillow that can withstand washing is higher quality, Howard says: "The stitching will be more durable. The fill will be good so it can withstand washing." (Due to the material it is made from, "memory foam cannot be washed," Sigmond notes.)

Whether or not your pillow is washable, you can extend its life with zippered pillow protectors in addition to pillowcases.

Take time when buying your pillow, Sigmond says: "People's tastes in pillows vary greatly—it's a very personal decision." 

Karen Haywood Queen is a freelance writer who covers home and health issues.

Buyer's pick

Shannon Axthelm
Small Electrics
Buyer




YOU KNOW IT'S a good vacuum when you can say, "This really sucks." I'm always amazed and horrified when I see the dirt in my Dyson DC33 Multi Floor Plus Upright Vacuum Cleaner's removable bin. Amazed at the powerful suction that pulled it all up, and horrified that there was so much to begin with.

My 6-year-old daughter had friends

over one day and left tons of crumbs in my sofa. The Dyson picked up so many I could have fed my friends as well.

This bagless vacuum works for every floor type, with a wand that extends 15.7 feet for high-reach cleaning. Its washable HEPA filter traps microscopic allergens and lasts a lifetime.

The Costco model includes two additional accessories for added value: the Dyson Mini Turbine Tool, with an air-driven brush bar that removes dust, dirt and pet hair from tight spaces, and an extra HEPA filter.

Why an extra filter when the first one is a "lifetime" one? Axthelm's Law: As soon as you wash out the first one, an emergency cleanup will be needed. 



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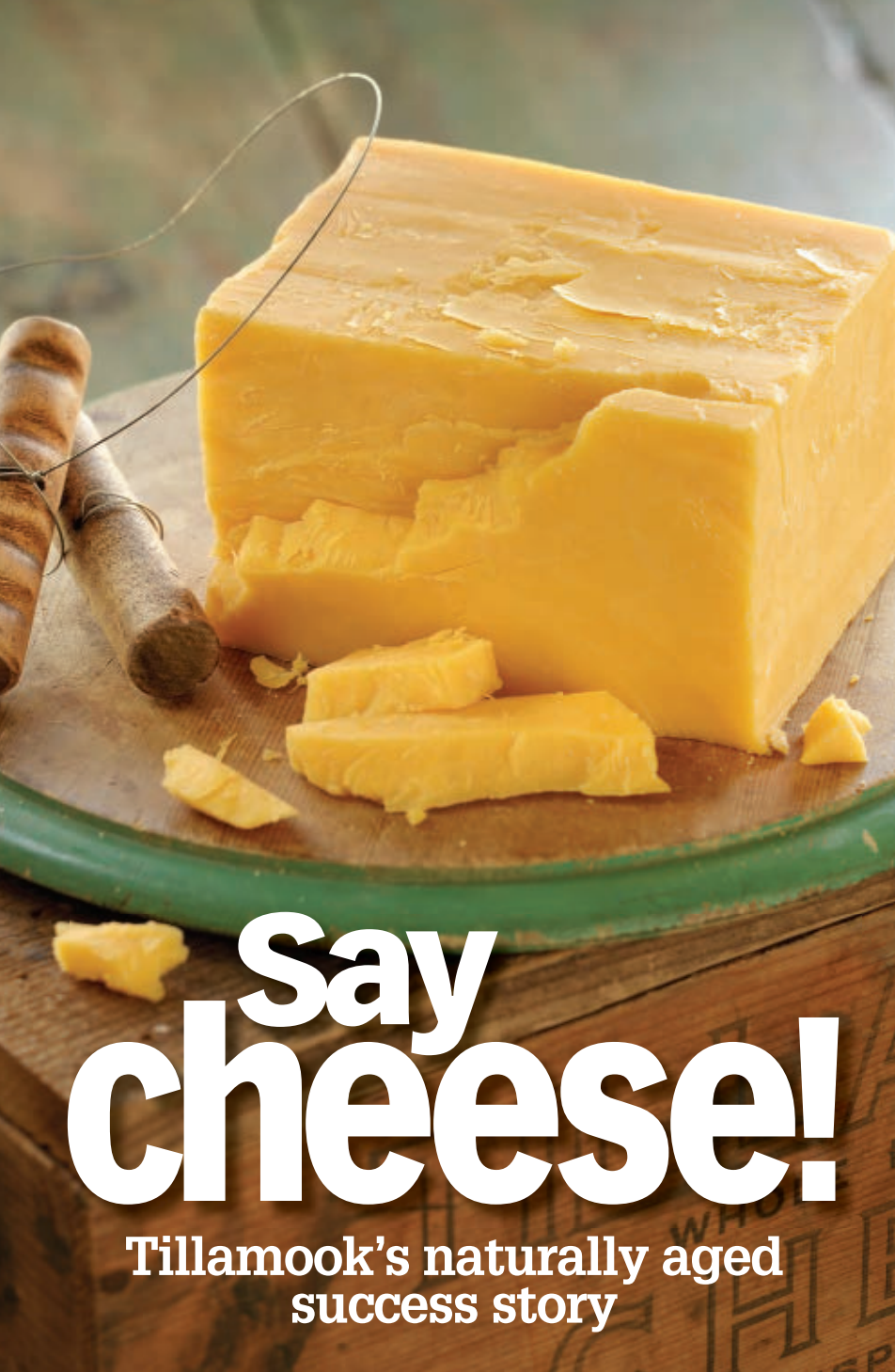
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Say cheese!

Tillamook's naturally aged success story

By Teri Cettina

MOST VISITORS DRIVE to the northern Oregon coast town of Tillamook to see one of two things: the Pacific Ocean or blocks of cheddar cheese running down conveyer belts at the Tillamook Cheese Factory.

No joke: Even on weekdays, tourists can run into a minor traffic jam on Highway 101 as cars wait to enter the parking lot of the Tillamook County Creamery Association's popular factory. More than a million visitors a year make the drive to the site (about an hour from Portland, Oregon) to see artisan-style cheese-making in action during a self-guided tour with interactive kiosks and viewing windows. Millions more consumers know Tillamook cheese from its distinctive packages

in grocery stores and Costco warehouses throughout the country.

All this is tremendous progress for a humble dairy cooperative that started churning out cheese on a local level in 1909. Back then, local Oregon dairy farmers needed a way to sell their overflowing daily supplies of milk, so they formed small creameries that produced butter and eventually cheese (which proved easier to store and transport than butter). Over time, these creameries joined forces and became the Tillamook County Creamery Association (TCCA).

"Today, Tillamook is cooperatively owned by about 110 Oregon coast farmers, many of whom are third- and fourth-genera-

tion family owners," says Rick Godinho, who recently stepped down as chairman of the TCCA's board of directors. "That's part of the key to our success: Our company is run by farmer/owners who take great pride in their product and reputation."

The basic recipe for Tillamook's cheddar—its flagship cheese—is still the original one introduced to area creameries in 1894 by Canadian Peter McIntosh. In addition, co-op members still deliver fresh, artificial-hormone- and antibiotic-free local milk to the Tillamook plant (there is also an additional processing facility in eastern Oregon) every day. From there, it's processed on-site—with visitors watching most of the process from glassed-in viewing galleries.

Tillamook cheddar is made as naturally as possible, setting it apart from most of its competition, explains Mark Wustenberg, Tillamook's vice president of quality and member relations. "Instead of fully pasteurizing the milk for the cheese—the mass-market way to process it—we quickly heat-shock the milk in a process called thermization," he explains. Thermization is a food-safety step that kills off bad bacteria while preserving the milk's beneficial enzymes. Because thermiza-

CONTINUED ON PAGE 46

supplier profile

Company name: Tillamook County Creamery Association

President and CEO: Harold Strunk

Farmer/owners: Approximately 110

Employees: 630

Products at Costco: (Selection and style—slices, blocks, shredded or Pack-It-Pals—varies by region.) Medium, Sharp and Extra-sharp Cheddar, Swiss, Colby Jack, Monterey Jack and Pepperjack.

Address: 4185 Hwy. 101 N., Tillamook, OR 97141

Contact: info@Tillamook.com

Website: www.tillamook.com

Comments about Costco: "We've had several Costco buyers and managers tour our plant and go out to the farms to meet our members. They understand the process of making our product—from the cow to the consumer's table. Costco's intense focus on selling only the highest-quality, best-value product is a perfect fit with Tillamook's own business model."

—Harold Strunk

tion doesn't fully pasteurize the cheese, Tillamook must age the cheese for at least 60 days. "Natural aging really is the key to creating a fuller-flavored, nicely textured cheese," says Wustenberg.

Like good wines, Tillamook's award-winning cheeses sit patiently in temperature-controlled aging rooms for months before they're ready for tasting. And the longer the better: Tillamook's Vintage White Extra Sharp Cheddar, for instance, takes a full nine to 15 months to develop its intense flavor.

Unlike wines, however, which can taste quite different depending on the quality of each year's grapes, Tillamook works hard to maintain a steadfastly consistent product. "If you bite into a piece of Tillamook cheese today or eight months from now—and whether you buy it at our factory store or at Costco—it will taste exactly the same each time," says Tillamook president and CEO Harold Strunk.

In keeping with its reliable, farmer-owned character, the company will continue to grow, but slowly and carefully, notes Strunk. Tillamook already offers a wide range of cheeses besides its trademark cheddar, and is slowly marketing them to customers beyond its Pacific Northwest stronghold—much of that with Costco's help. Strunk says Tillamook

may eventually roll out its other dairy products, including ice cream and yogurt, to other regions of the country.

Don't be fooled by Tillamook's slow-and-steady business model, though. This is no stick-in-the mud company. In fact, the co-op has embraced social media, including Twitter and Facebook (the company boasts more than 100,000 fans on its Facebook page).

Tillamook is also having a little down-home fun with its funky new Loaf Love Tour (<http://loaflovetour.com>). A fleet of cheese-brick-shaped, retrofitted Volkswagen buses now visits fairs and special events throughout



Tillamook's Loaf Love Tour may be coming to your town (<http://loaflovetour.com>).

the western United States, offering tasters a little bit of cheesy love (in the form of free samples) and telling the Tillamook story all along the way. "It's the most exciting thing we've done in a really long time," Strunk tells *The Connection*.

"When folks put a piece of our cheese in their mouths, they just fall in love with it," says Godinho. "So that's really the key to our future: getting as many people as possible to taste our product and become Tillamook fans." ☐

Teri Cettina is a freelance writer based in Portland, Oregon.

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Honey and Sage-Roasted Rack of Pork

2 8-rib pork loin racks, center cut, chine bone off (Frenched)

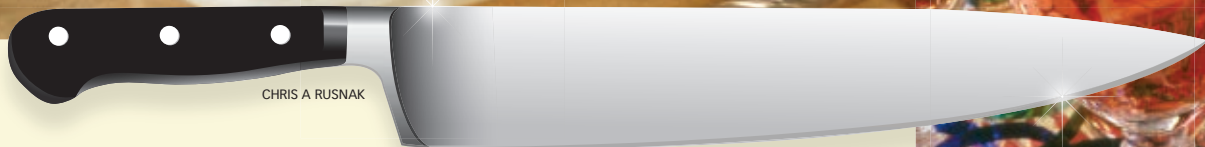
Salt and pepper, to taste

$\frac{1}{2}$ cup honey

2 tablespoons snipped fresh sage

Season pork racks with salt and pepper. Place each rack in roasting pans with bones facing up and sides not touching. Roast at 350 F for 1 to 1½ hours (20 minutes per pound), until internal temperature on a thermometer reads 145 F. Remove roast from oven; let rest about 10 minutes. Stir together honey and sage. Brush honey mixture onto roast after removing from oven. Makes 16 servings.

Nutritional information: 230 calories; 31 g protein; 7 g fat; 95 mg sodium; 90 mg cholesterol; 3 g saturated fat; 9 g carbohydrates; 0 g fiber.



CHRIS A RUSNAK

A fresh look at pork

Versatile, flavorful and affordable

IN HIS BOOK *Planet Barbecue!*, grilling guru Steven Raichlen notes that in his travels around the world to find (and sample) the best barbecue recipes, he discovered pork is revered everywhere he traveled. In Indonesia, it's used in *saté babi manis*—pork saté with sweet soy sauce. In Mexico: *poc chuc* (grilled pork with grilled pickled onions). The Greeks love *kandosoufle*—hot pepper spit-roasted pork chunks. And, of course, pork is king each year in the Memphis in May World Championship Barbecue Cooking Contest, the self-proclaimed “Barbecue Super Bowl.”

What's the appeal? It starts with pork's unique flavor—“at once mild, sweet and robust,” Raichlen writes. Pork responds

perfectly to sweet spices and condiments, the olive oil and lemons of the Mediterranean, and the hot chiles of Southeast Asia and Mexico.

Then there's the variety of cuts, from the lean meat of the pork loin to the rich marbling of baby back ribs to the finesse of pork tenderloin.

Finally, it's a value. Pork is one of the most economical meats you can buy, Raichlen points out, costing fewer dollars per pound than most other proteins.

Explore your own world of pork, on the grill and in the oven. Here are a few recipes to get you started, courtesy of the National Pork Board.

You can find more recipes and tips at www.PorkBeInspired.com.—Tim Talevich



Caribbean Pork and Mango Salad

This recipe can be made with the leftovers of your boneless pork loin roast (below)

- ¾ pound** cooked pork roast, cut into ½-inch cubes
- 6 cups** mixed greens
- 1 15-ounce can** black beans, rinsed and drained
- ¼ red onion**, halved and thinly sliced
- 2 large, ripe mangos**, peeled and cubed (see tip)
- ½ cup** fruit-flavored vinaigrette

In a large bowl, gently toss all ingredients. Serve on shallow salad bowls or dinner plates. Makes 4 servings.

Tip: If fresh mangos are hard to find, use two 8-ounce cans of mandarin orange segments, drained, or one 26-ounce jar of mango slices, drained.

Nutritional information: 330 calories; 31 g protein; 7 g fat; 530 mg sodium; 65 mg cholesterol; 2 g saturated fat; 37 g carbohydrates.

IMAGES COURTESY OF THE NATIONAL PORK BOARD



Boneless Pork Loin Roast with Herbed Pepper Rub

- 1 3-pound** boneless pork loin roast

HERBED PEPPER RUB

- 2 teaspoons** dried rosemary
- 2 tablespoons** cracked black pepper
- 2 teaspoons** dried thyme
- 2 tablespoons** grated Parmesan cheese
- ¼ teaspoon** garlic powder
- 2 teaspoons** dried basil
- ¼ teaspoon** salt

Pat pork dry with a paper towel. In a small bowl, combine all rub ingredients well, then apply to all surfaces of the pork roast. Place roast in a shallow pan and roast in a 350 F oven for 1 hour (20 minutes per pound), until internal temperature on a thermometer reads 145 F. Remove roast from oven; let rest about 10 minutes before slicing to serve. Makes 6 to 8 servings, with leftovers (see Caribbean Pork and Mango Salad).

Tips: For a crisp surface on your roast, be sure the oven is fully preheated before placing the roast in it, and do not cover the meat while roasting. Also, refrigerate leftover pork as soon as possible.

Nutritional information (based on 12 servings): 131 calories; 22 g protein; 5 g fat; 97 mg sodium; 57 mg cholesterol; 1 g saturated fat; 1 g carbohydrates; 1 g fiber.

The Costco Connection

Costco features a variety of fresh pork cuts, from tenderloins to chops, in the meat department in all warehouses.

Member RECIPE

Dawn Billesbach, a Costco member in Thornton, Colorado, is the founder of MenuForTheWeek.com.

Autumn Pork Chops and Baked Apples

Salt and pepper, to taste

- 4** pork loin chops
- 1** tablespoon flour
- 3** tablespoons butter
- ½** onion, sliced
- 1** cup apple juice
- 4** Granny Smith apples, sliced
- ¾** cup sugar
- ½** teaspoon cinnamon

Preheat oven to 350 F. Salt and pepper the pork chops to taste. Lightly dredge in flour and brown in butter over medium heat, flipping once to brown both sides.

Once chops are browned, stir in onion and apple juice. Bring to a boil, lower heat, cover and simmer for 7 to 8 minutes or until the chops reach an internal temperature of 145 F.

Meanwhile, place apple slices on a baking sheet. Combine cinnamon and sugar, and sprinkle over apples. Bake at 350 F for 10 to 15 minutes. Serve the apples over the pork chops. Makes 4 servings.

Have a great recipe using Costco products? Send it to us and we'll choose the best to feature in The Connection. Submissions should be sent via email to smarttips@costco.com; put "Great recipes" in the subject line. Submissions cannot be acknowledged or returned.



CHRIS A. RUSNAK





Cuban Pork Tenderloin

Prep Time: 5 minutes

Cook Time: 20 minutes

Marinating Time: 30 minutes

INGREDIENTS

1 1/2 lbs. pork tenderloin, trimmed

1/4 c. fresh orange juice

1/4 c. fresh grapefruit juice

2 tbsp. chopped fresh cilantro

1 tsp. ground cumin

1 tsp. dried oregano

2 garlic cloves, finely chopped

1/2 tsp. kosher salt

1/2 tsp. red pepper flakes

DIRECTIONS

Using thin knife, trim silver skin from tenderloin.

Mix orange juice, grapefruit juice, cilantro, cumin, oregano, garlic, salt and red pepper flakes in gallon-size zip-top plastic bag.

Add pork, close and refrigerate for at least 30 minutes and up to 4 hours.

Prepare outdoor grill for direct medium-hot grilling. **Gas grill:** Preheat grill on high.

Adjust temperature to 400°F. **Charcoal grill:** Build fire and let burn until coals are covered with white ash. Spread coals and let burn for 15 to 20 minutes.

Lightly oil cooking grate. Remove pork from marinade, drain briefly, but do not scrape off solids. Place on grill and cover grill. Cook, turning occasionally, until browned and instant-read thermometer inserted into center of pork reads 145°F, about 20 minutes. Transfer to carving board and let stand 3 minutes. Cut on slight diagonal and serve.

Serves 6



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PorkBeInspired.com



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The Secret's Out for Juicy Pork

Ever order pork at a restaurant and been blown away by its juiciness and flavor? Many home cooks think tender, restaurant-quality pork is beyond their skill, or outside the reach of their own kitchens. But now the secret is out for making tender, succulent pork.

In May, the U.S. Department of Agriculture (USDA) revised its cooking temperature recommendation for pork. Today, 145 degrees Fahrenheit (F), down from 160 degrees F, is deemed a safe internal temperature for loins, chops and roasts.* The agency reconsidered its long-standing guidelines for pork thanks to consistent advances in food safety and nutrition. This is great news for fans of juicy restaurant pork, because chefs have been cooking it this way for years. The new recommended temperature generally yields a finished product that is pinker in color than most home cooks are used to, yet the change – bringing pork in line with standards for beef and lamb – means medium-rare pork is on the menu, even at home.

The revised guidelines reflect the ideal preparation for preserving the flavor and tenderness of lean cuts of pork. Today, pork is 16 percent leaner than it was just 20 years ago,

and, as any chef will tell you, lean meat tastes best at this lower temperature. So for the juiciest, most flavorful pork you've ever had at home, prepare tenderloins, chops and roasts to an internal temperature of 145 degrees F, as measured by an instant-read thermometer, and allow it to rest for three minutes before enjoying your delicious meal.

Other cuts of pork, such as the sirloin tip roast and the boneless butt roast, should be slow-cooked over indirect heat until tender. This "low and slow" preparation is perfect for crowd-pleasing favorites like pulled pork.

Additionally, the USDA food preparation guidelines advise the following for all proteins:

- **Clean:** Wash hands and surfaces often.
- **Separate:** Don't cross-contaminate.
- **Cook:** To proper cooking temperatures.
- **Chill:** Refrigerate promptly.

For more information and recipes to enjoy lean and flavorful pork, visit PorkBeInspired.com, [Facebook.com/PorkBeInspired](https://www.facebook.com/PorkBeInspired) or on Twitter @AllAboutPork.

*Ground pork, like all ground meat, should be cooked to 160 degrees F.



Be delicious

Cuban Pork Tenderloin



For pork that's juicy, tender and oh so flavorful, the USDA recommends cooking to 145°F followed by a three-minute rest. So get out your thermometer and be inspired! For more tips and recipes, visit PorkBeInspired.com.



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Back to basics



How to equip a small kitchen

By Steve Fisher

MEDIA BAKERY

AFTER RAISING A FAMILY, and having lived in a succession of houses, I woke up one day to find myself in a small condo that resembled my old dorm room. This especially hit home when I walked into my tiny kitchen. I have “toys” and gadgets, yet I still don’t seem to have the tools I need to exercise my inner gourmet, who has been masquerading as a short-order cook and microwaver extraordinaire.

I wondered, “What should a well-equipped tiny kitchen really have in it?” So I turned to an expert on the subject, Jessica Goldbogen Harlan, a freelance food writer and trained chef, who writes regularly as About.com’s cooking equipment expert.

“People often don’t consider what and how they cook, but instead buy what they think every kitchen should have,” Harlan, a Costco member in Atlanta, says. “Think about how many people you usually cook for and what type of foods you cook, and use that knowledge as your guide to outfitting your kitchen. If you think you might entertain occasionally, or if there’s a chance you might add to your family in a few years, take that into consideration when choosing appliances and cookware that come in different sizes.”

I ask about the most important factors when selecting a small appliance. “When it comes to small appliances, brand truly does matter,” she asserts. “Certain manufacturers are just known for certain things [e.g., KitchenAid is synonymous with stand mixers, and Cuisinart pioneered the food processor].

“With small appliances such as food processors, blenders and stand mixers, power is an important factor—you want the highest-powered item you can afford. Think about add-on features and whether they’re worth the extra money. Pricier slow cookers have programmable timers and automatic keep-warm functions, or more expensive rice cookers and bread machines have settings to make a wider variety of foods. These types of features make

your appliance more versatile and useful, but if you don’t think you’ll ever use them, there’s no reason to pay extra.”

I ask Harlan, “If you could have only five small appliances in your kitchen, what would they be?” She replies, “I’d choose a food processor with a small chopper bowl, a counter-top grill with interchangeable griddle plates, a KitchenAid stand mixer, a rice cooker that has a slow cooker function [or just a slow cooker], and a super-powerful blender like a Vitamix.”

I share this list with Costco small-appliance buyer Shannon Axthelm, who asks, “What about a coffee maker?” OK, six appliances.

Of course, not everything in a well-equipped kitchen is electric. “Every kitchen should have well-maintained kitchen knives—you really only need a chef’s knife or santoku knife, a smaller paring or utility knife, a long serrated knife and kitchen shears—and a wooden or bamboo cutting board,” Harlan says. “You’ll need a small set of cookware that includes a small and large nonstick skillet, a 2- or 3-quart saucepan and a Dutch oven or stockpot, all with lids. A rectangular casserole dish that can serve as a roasting and baking pan would be helpful, as would a baking sheet.

“You’ll also need a set of mixing bowls—ones with lids can double as storage containers—measuring cups and spoons, and utensils like a can/bottle opener, a whisk, a wooden spoon and a turning spatula. A colander, a multi-sided grater and a stovetop grill/griddle would nicely round out a very basic kitchen setup.” ☐

The Costco Connection

You’ll find iconic brands of small appliances—Crock-Pot, Waring, KitchenAid and Oster—as well as non-electric items for the kitchen at Costco warehouses and on Costco.com, many with extra features at no extra cost.

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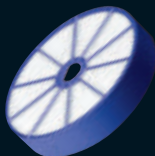
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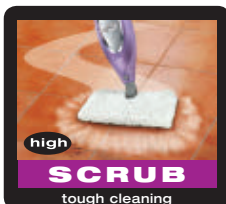
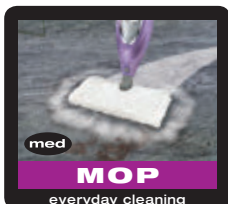
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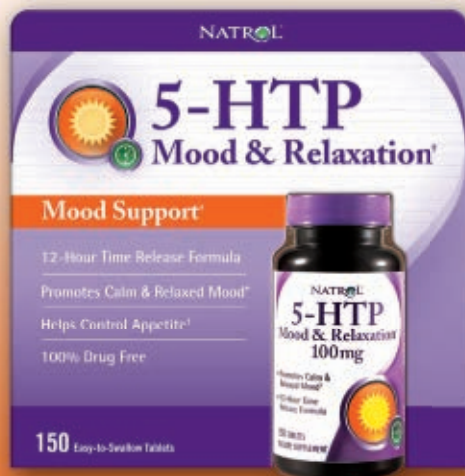
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MANAGING YOUR HEALTH

Take charge of your chronic pain

By Dr. Peter Abaci



THE INSTITUTE OF MEDICINE now estimates that chronic pain afflicts an estimated 116 million Americans, making it one of the major health problems of our time and one of the biggest reasons people see their doctors or miss work. Odds are that at least one member in every family is dealing with pain at this very moment. Chronic pain can affect every aspect of your life, from how you move your body to what you think and feel.

When you think of pain, you are likely to think about acute pain, which is a symptom of tissue damage and inflammation when you first get injured. This type of pain often gets better with a little rest and responds well to medications.

Chronic pain is very different, because it is an experience that can overwhelm you for months and years. Chronic pain is a disease, and if you aren't careful it can rob you of things you cherish most in life, such as your independence, health, family and career. Common causes of chronic pain

include diseases of the spine, fibromyalgia and arthritis, and it is often accompanied by depression, insomnia and anxiety.

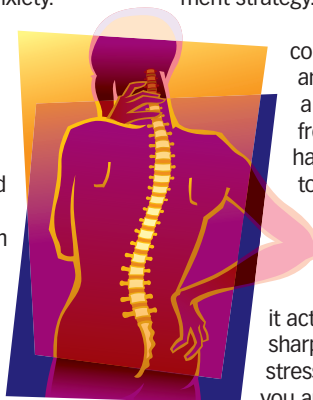
To address chronic pain, you need to start by pursuing two main lines of attack. The first is finding tools you can rely on every day. This might include everything from stretches, special exercises and meditation to taking regular breaks from the computer; with practice and persistence, you will be amazed at what you can do. For example, recent studies have found that both yoga and tai chi are effective in treating the symptoms of muscle pain associated with fibromyalgia, and also that bed rest actually aggravates back pain while walking provides relief.

The second is making the necessary lifestyle changes to create your optimum health. This means reexamining what you do with your time each day. Taking time

out each day to focus on yourself is critical to developing an effective pain-management strategy.

Give yourself a break from computers and cell phones, and spend that time preparing a healthy meal, getting some fresh air and exercise or just having some quiet moments to filter out all of the nervous energy running through your brain.

Your body will feel better when you keep it active, and your mind will stay sharper when you lower your stress. And remember, the better you are at taking care of yourself, the more effective you will be at being there for those you love. **■**



COMSTOCK

Dr. Peter Abaci is the author of *Take Charge of Your Chronic Pain: The Latest Research, Cutting-Edge Tools, and Alternative Treatments for Feeling Better* (GPP Life, 2009; <http://takechargeofyourchronicpain.com>).



THE BREAST CANCER death rate for women in the U.S. is higher than for any other cancer except lung cancer. Nearly 200,000 women will be diagnosed with breast cancer this year, and one in eight women will be diagnosed with breast cancer during their lifetime.

When breast cancer is detected early, the five-year survival rate is 98 percent. Screening exams help to find cancers before they start to cause symptoms. The American Cancer Society recommends these guidelines for early breast cancer detection.

Yearly mammograms at age 40

- Give yourself an edge by having an expert read your mammogram. Doctors who specialize in mammography have greater expertise. Seek advice from family, friends and your doctor.

- Newer digital mammography does a better job than traditional film mammography in detecting cancer in dense breast tissue and in women under 50.

- Abnormalities other than cancer may be detected by mammography. If you're called back for follow-up studies, don't assume the worst and don't let fear keep you from getting the right diagnosis.

Clinical breast exams

If you are over 40, an annual mammogram isn't enough. You also need an annual clinical breast exam by your healthcare provider. If you are age 20 to 40, you should get a clinical breast exam every three years.

Breast self-exam

Know how your breasts feel normally, and learn how to do a breast self-exam. Your healthcare provider can teach you. Don't hesitate to report changes such as lumps, swelling or dimpling to your healthcare provider.

Know your family history

Be aware of any cases of breast cancer in your family and the age of those relatives when diagnosed with breast cancer. Make your doctor aware of that

information. If your doctor determines that you are at higher risk for breast cancer because of family history, more or different screening exams may be required.

Men are at risk, too

Breast cancer is 100 times less common in men. The American Cancer Society estimates that nearly 2,000 new cases will be reported this year. It is typically not caught early in men and is harder to diagnose. Men need to be alert to feeling a mass in the breast area and should not delay seeing a doctor.

For more information

- American Cancer Society, www.cancer.org
- Susan G. Komen for the Cure, www5.komen.org
- National Breast Cancer Foundation, www.nationalbreastcancer.org
- Fred Hutchinson Cancer Research Center, www.fhcr.org/research/diseases/breast_cancer

To locate accredited diagnostic centers near you, go to the website of the American College of Radiology: www.acr.org/accreditation/accreditedfacilitysearch.aspx. —David Wight

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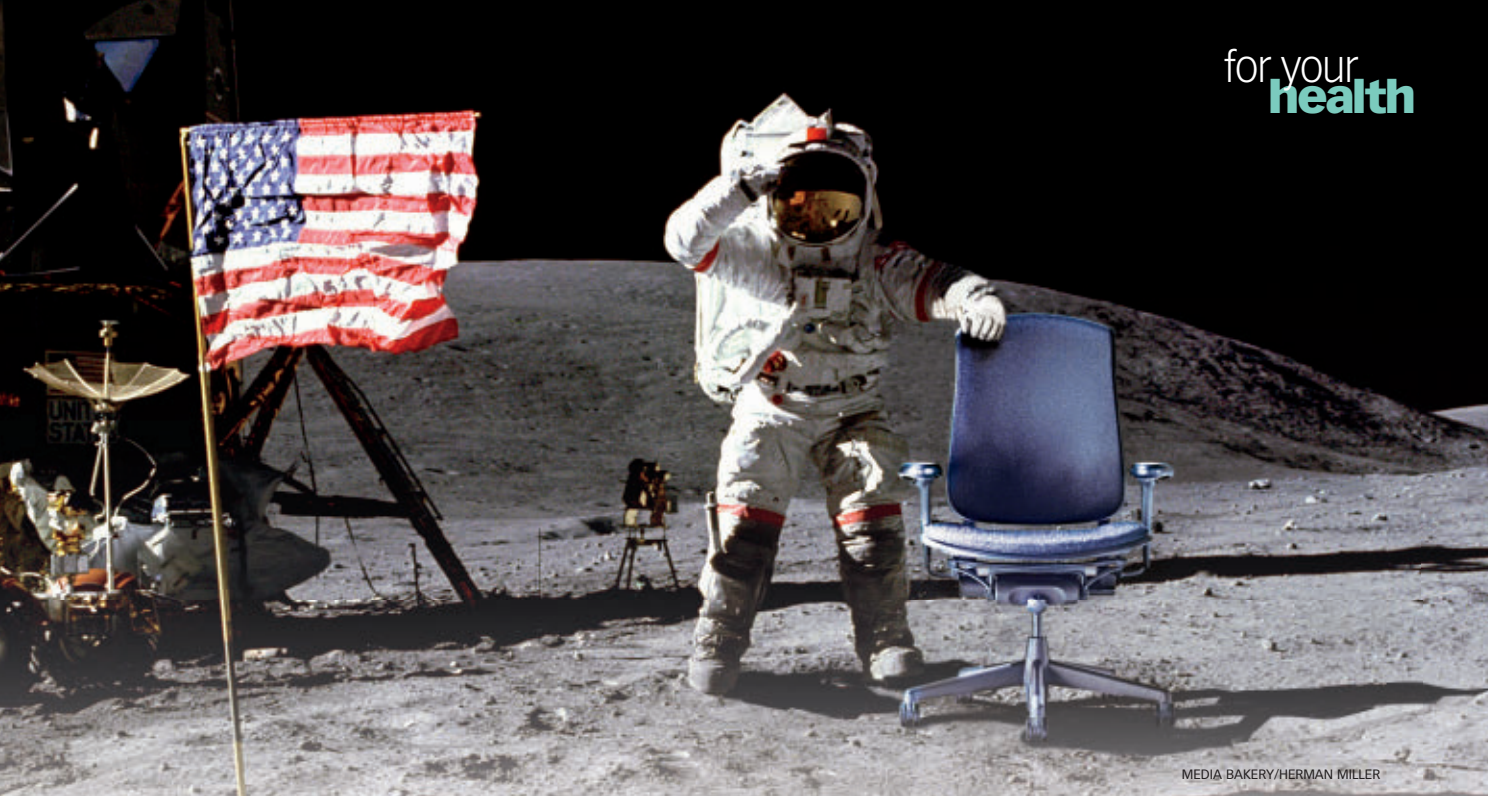
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A matter of gravity

Too much sitting can compromise your health

By Jennifer Nelson

MIKE DELGADO knew something had to give. “I typically sit in an office chair 12 to 14 hours a day, and I was starting to have major low-back-pain issues,” says the 24-year-old Costco member from Santa Clarita, California. About to head to a chiropractor seeking relief, Delgado instead purchased an ergonomic office chair. Though skeptical it could make a difference, within a week he felt better and one year later is pain-free. He credits the chair.

Surprisingly, Delgado—and others who sit at a desk all day—is a lot like an astronaut. When astronauts are in space, they lengthen, explains Joan Vernikos, former NASA scientist and author of *Sitting Kills, Moving Heals: How Simple Everyday Movement Will Prevent Pain, Illness, and Early Death—and Exercise Alone Won't* (Quill Drive, 2011). “They stretch out because nothing is pulling them down.” Then they return to Earth and, wham, their backs compress. Muscles that support the spine that were not used in space due to weightlessness, suddenly are faced with gravity, and need to prevent vertebrae from slamming against each other. It’s a lot like sitting.

People don’t need rocket scientists to tell them that sitting too much could give them a sore back. But now, other health problems are attributed to too much sitting, including raised blood pressure and, of course, obesity.

The conventional wisdom says that if you watch your weight and get aerobic exercise at

least a few times a week, you’ll effectively offset your sedentary downtime. A growing body of research, however, suggests this advice makes no more sense than countering a pack-a-day smoking habit by eating salad at every meal. “Astronauts exercise like crazy,” says Vernikos, “but it’s not an antidote for the absence of gravity—or for too much sitting.”

Splash landing

Sitting is equivalent to what happens when you quit using gravity. When you stand up, gravity pulls on your body from head to toe. When you sit down, that distance is smaller, and if you allowed gravity to have its way, you’d be crumpled on the floor.

“We are born in gravity and have evolved in it,” Vernikos says. “If we don’t use it and we sit or lie down too frequently, then we do away with the stimulation that nature provides, because we aren’t using muscles while sitting all day.”

What happens when you stop using core, spine and other muscles that engage while standing? A host of health issues.

Houston, we have a problem

To complicate the issue further, if you slump in your chair, round your shoulders forward, lean toward your computer screen and sit with your legs tucked under, it’s not difficult to see why you might have back pain, neck pain and other problems.

“Posture is huge [when you’re sitting] in a chair, and if you’re tall or short it completely changes the angles,” says Costco member Sara Daly, physical therapist at Waterfalls Day Spa and Vermont Wellness Retreats in Middlebury, Vermont.

One small step

Since most of us sit eight to 10 hours at work, then sit on our drive home and plop in front of the television for more sitting at night, how can we counter these effects? “The most important thing is to get out of your chair and stand up,” says Vernikos. Adjust, pace and move. Get up every 20 or 30 minutes and just stand—you don’t even need to walk around.

Daly says to take breaks and change positions frequently. Walk while on the phone, squeeze your shoulder blades together, flex and point your ankles. Set a computer or phone alarm to remind you to change position. Post notes at your desk, or buddy up with a co-worker and prompt each other.

When sitting or standing, try not to slouch. Sit up straight with your back against the back of your chair and your feet flat on the

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CONTINUED FROM PAGE 61

floor. Stand tall with your head up and shoulders back.

At home, lie down and elevate your feet above your heart for a few minutes to improve circulation. Sit on an exercise ball for a few minutes, or lie back over it to change the curve of your spine. Almost anything you do that gets you up and changes your position every 30 minutes will help.

As for astronauts, Vernikos thinks a dose of gravity may eventually be the cure—some sort of spinning wheel or machine they can ride to get their daily gravitational pull. For those of us on Earth but chair-bound, getting up often is the simplest solution. [E]

Jennifer Nelson covers health and lifestyle for Self, Glamour, and Parade among others.

Sitting correctly at your computer

• **Hands.** Keep your arms by your sides and position bent elbows slightly higher than your wrists, and your wrists slightly above your hands. Wrists should be in a neutral position. You want to be an arm's length from the screen with the keyboard directly in front of you. The keyboard should be 2 inches above your thighs.

• **Feet.** Keep your feet flat on the floor in front of you, hips' width apart, with knees bent at a little more than a right angle. Keep an inch or two between your knees and the seat to allow for better blood circulation.

• **Chair.** Sit so your thighs are horizontal, with your hips slightly higher than your knees. Keep your knees hips' distance apart (do not cross your legs or ankles). A 100- to 110-degree reclined angle in the chair (rather than a 90-degree angle) may be more comfortable. Rest your forearms so your shoulders are relaxed.

• **Monitor.** Place your monitor so your eyes, looking straight ahead, are between the center and the top of the screen with your chin parallel to the floor.

• **Head.** Your head should be in alignment with your back, not leaning forward. Position your shoulders over your hips and your ears over your shoulders.—JN

Choosing a chair

IN GENERAL, a good chair should accommodate both paper-based and computer-centered work and ideally offer three kinds of working postures: reclined, forward leaning and upright. It should feature excellent lumbar support. Well-placed, padded and adjustable armrests reduce pressure on neck and shoulders. Swiveling or rolling features make it easier to move forward and away from tasks and enter and exit the chair efficiently.



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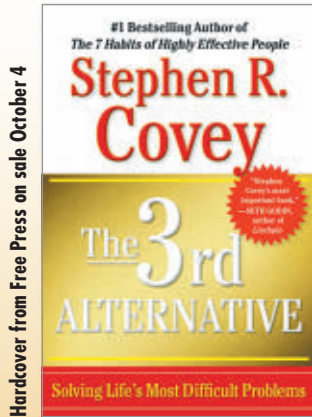
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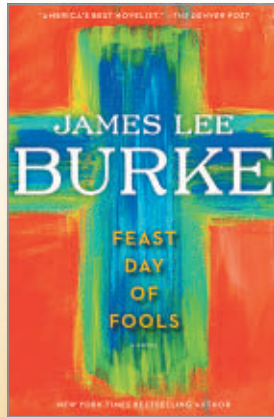
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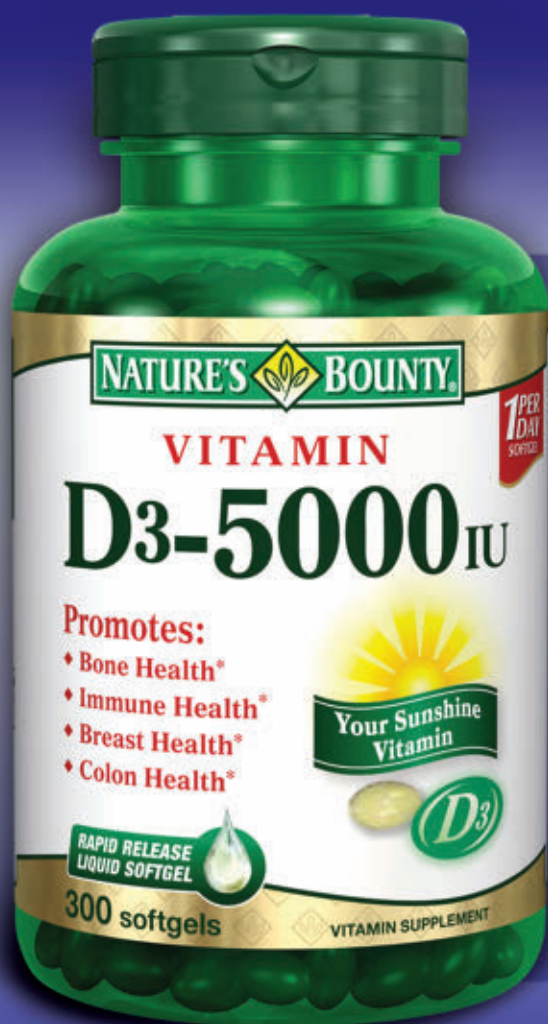
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Don't just cruise: cruisetour!

By T. Foster Jones

WHAT, YOU MAY ASK, is a cruisetour?

A cruisetour is a land-sea combination that allows travelers to experience a destination's most exciting areas that are best accessed by ship as well as those inland sights that would otherwise be missed on a cruise. Typically, a cruisetour includes lodging, transportation and a host of activities. It can be arranged with either the cruise portion prior to the multi-night land adventure or the land portion first and then the cruise.

To introduce travelers to the enormous Alaskan interior (more than twice the size of Texas)—from the wildlife and glaciers of the Kenai Peninsula to the soaring peak of Mount McKinley and all the way up to Fairbanks—several cruise lines have developed multi-night land extensions, with coach-and-rail tours that let cruisers go places ships cannot take them.

For instance, the two highlights that get mentioned the most are viewing glaciers and Denali National Park. You can get to glaciers on a cruise ship, but if you want to get to Denali, you have to get there on land. Cruise lines offer various cruisetours that include train trips to Denali; overnight stays in lodges with convenient access to the park; and treks to look out for inhabitants of the park, including grizzly bears, moose, caribou, wolves and Dall sheep.

"Cruisetours are a great way for first timers or really anyone to travel to Alaska without giving up any of their creature comforts," says Shannon Parker of Costco Travel. "They offer a unique opportunity to see the highlights, which can take people a lot of time trying to craft into an itinerary themselves. And they appeal to a broad range of travelers by offering a lot of choices, so the key is qualifying the best options for your travel pace and style."

Cruisetours offer combinations of shorter or longer cruises and shorter or longer multi-night land tours, so you can choose



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Rail travel is one mode of a cruisetour's access to Alaska's expansive interior.

which (land or sea) has the greatest appeal on any particular trip.

In regard to the land portion, each line handles it differently—larger or smaller groups, meals included or not, the services of a dedicated tour director or just a driver-guide, and different offshore activities.

And the land tour itineraries can vary widely, with each offering a different combination of inland destinations and amounts of time spent in each place.

Some cruisetours offer an escort or guide for part or all of your cruisetour experience. This can make the difference between just seeing the area and really understanding what you're looking at.

"Our tour directors serve as guide, historian and concierge for the entire trip," says Aimee Price, who represents Celebrity Cruises. "They help create a memorable vacation that will live on for years."

To truly get the most out of your cruisetour experience, "do your homework," advises Lauren Andersen, senior buyer for Costco Travel. "And, of course, Costco Travel is here to make it as easy as possible." [E]

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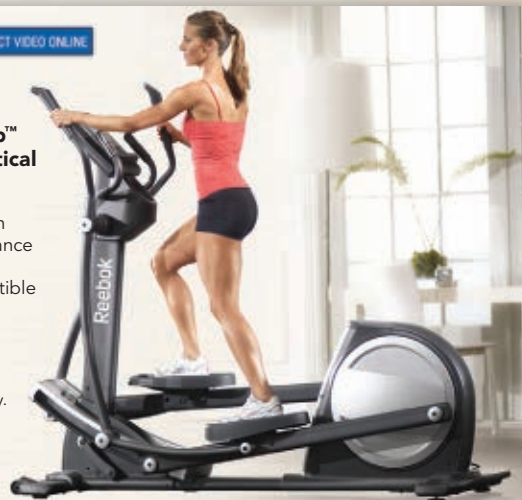
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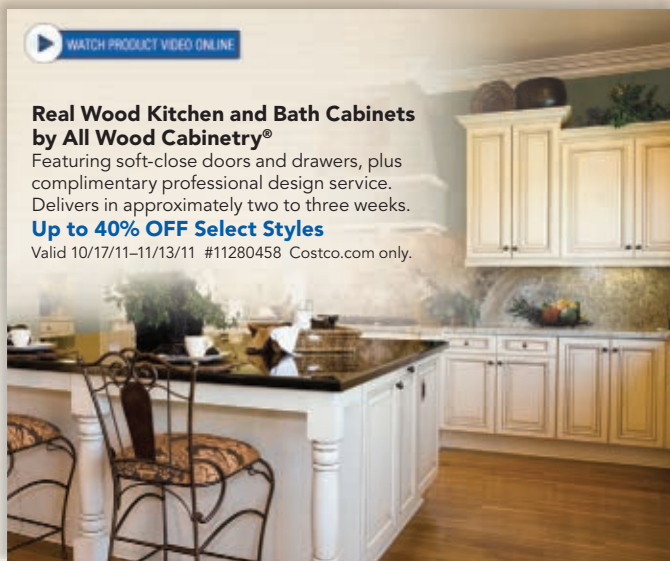
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#592735 Costco.com only.



Matera 4-Piece Top Grain Leather Set

Includes sofa, loveseat, chair and ottoman.

\$2,499.99 Delivered

Valid 10/1/11-10/31/11

#11627493 Costco.com only.



St. James 3-Piece Top Grain Leather Set

Includes sofa, loveseat and recliner.

\$2,499.99 Delivered

Valid 10/1/11-10/31/11

#11672401 Costco.com only.



Palazzo 4-Piece Top Grain Leather Set

Includes sofa, loveseat, chair and ottoman.

\$2,499.99 Delivered

Valid 10/1/11-10/31/11 #576114 Costco.com only.



Boca Bonded Leather Ottoman

\$269.99 Delivered

Valid 10/1/11-10/31/11

#457032

Costco.com only.



Fritz 3-Piece Fabric Set

Includes sofa, loveseat and recliner.

\$1,999.99 Delivered

Valid 10/1/11-10/31/11 #11672404 Costco.com only.



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Sleep Science 11" Hybrid Bliss King Mattress

Advanced design features layers of bamboo-charcoal-infused memory foam and latex to provide a supportive sleep surface.

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Other sizes available with or without foundation. Price varies by size/configuration.

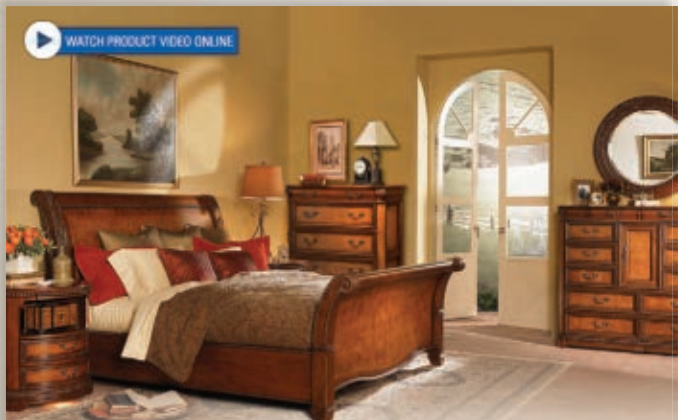


Springfield Linen Chair 2-Pack

\$599.99 Delivered

Valid 10/1/11-10/31/11 #581848 Costco.com only.

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Vineyard 6-Piece King Bedroom Set

Includes bed, two nightstands, dresser, mirror and chest.

\$5,999.99 Delivered After \$800 OFF

Valid 10/1/11-10/31/11 #11163556 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.

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Greensboro 5-Piece King Bedroom Set

Includes bed, two nightstands, dresser and mirror.

\$2,399.99 Delivered

Valid 10/1/11-10/31/11 #11619396 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.

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Parkrose 5-Piece King Bedroom Set

Includes bed, two nightstands, dresser and mirror.

\$1,999.99 Delivered

Valid 10/1/11–10/31/11 #11621470 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.

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Belclare 5-Piece Queen Bedroom Collection

Includes storage bed, two nightstands, dresser and mirror.

\$1,799.99 Delivered

Valid 10/1/11–10/31/11 #11666675 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.

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Pescara 6-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser, mirror and chest.

\$2,199.99 Delivered

Valid 10/1/11–10/31/11 #11311927 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.

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Pierce 5-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser and mirror.

\$2,499.99 Delivered

Valid 10/1/11–10/31/11 #11621229 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.

West Indies 6-Piece Queen Bedroom Set

Includes bed, two nightstands, entertainment dresser, chest and lingerie chest.

\$2,999.99 Delivered

Valid 10/1/11–10/31/11

#11649221 Costco.com only.

Other sizes/configurations available.

Price varies by size/configuration.



Cafe Kid® Taylor 3-Piece Twin Bedroom Set

Features twin trundle bed, chest and nightstand.

\$1,349.99 Delivered

Valid 10/1/11–10/31/11 #11504796 Costco.com only.

Other sizes/configurations available.

Price varies by size/configuration.





Somerset 5-Piece Counter Height Dining Set

Includes table and four chairs. **\$749.99 Delivered**

Valid 10/1/11–10/31/11 #11664566 Costco.com only.
Other configurations available. Price varies by configuration.



Chesterfield 5-Piece Dining Set

Includes table and four chairs.

\$699.99 Delivered

Valid 10/1/11–10/31/11
#593253 Costco.com only.



Vineyard 8-Piece Dining Set

Includes table, four side chairs,
two arm chairs and server.

\$3,999.99 Delivered

Valid 10/1/11–10/31/11
#11235029 Costco.com only.
Other configurations available.
Price varies by configuration.



Calypso 6-Piece Dining Set

Includes table, four side chairs and sideboard.

\$1,499.99 Delivered

Valid 10/1/11–10/31/11 #11664565 Costco.com only.
Other configurations available. Price varies by configuration.



Ayden 9-Piece Dining Set

Includes table, six side chairs and two arm chairs.

\$2,599.99 Delivered

Valid 10/1/11–10/31/11
#11305615 Costco.com only.
Other configurations available.
Price varies by configuration.



Clairemont 7-Piece Dining Set

Includes table, four side chairs and two arm chairs.

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Other configurations available.
Price varies by configuration.

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Juliet Swivel Barstools

Available in 24" and 30".

\$199.99 Delivered

Valid 10/1/11-10/31/11

#11664563 Costco.com only.



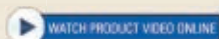
Wilson Swivel Barstools

Available in 26" or 30".

\$199.99 Delivered

Valid 10/1/11-10/31/11

#11664564 Costco.com only.



Montgomery 3-Piece Bar Set

Includes bar and two barstools.

\$1,699.99 Delivered

Valid 10/1/11-10/31/11

#579518 Costco.com only.



Broxton Bonded Leather Dining Chair 2-Pack

\$199.99 Delivered Valid 10/1/11-10/31/11

#580628 Costco.com only. Also available in fabric.



Sentry® Safe T6-331 Security Safe

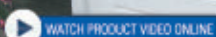
105 lbs., electronic lock, 3.4 cu. ft.

\$249.99 Delivered After \$80 OFF

Valid 10/17/11-11/13/11

#597586

Costco.com only.

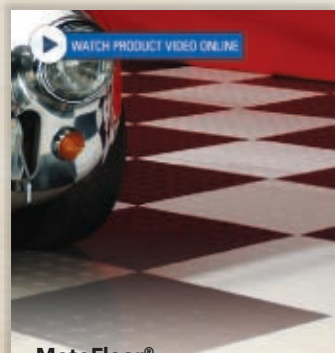
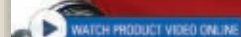


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Durable bristles that clean, remove and trap up to 5 or 8 lbs. of dirt, depending on mat size. Available in two sizes.

Starting at \$89.99 Delivered

#11526529 Costco.com only.



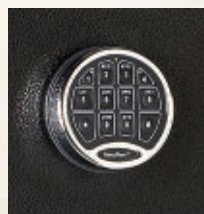
MotoFloor® Modular Garage Flooring

Choose from black/white combo, black/alloy combo or charcoal gray tiles. 48 - 1' x 1' tiles per pack.

\$99.99 Delivered After \$40 OFF

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#11038308 Costco.com only.



BIGHORN 19ECB Safe

407 lbs., 30-minute fire protection with electronic lock, 19.1 cu. ft.

\$569.99 Delivered After \$200 OFF

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- Sustain natural maintenance support
- Açai berry diet detox cleanse
- Weight-loss protocol included

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Big Easy Foods Creole Style Tur-Duc-Hen

15 lb. minimum. Stuffed with cornbread and pork-rice dressing.

\$69.99 Delivered After \$10 OFF

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Includes peppercorns, sea salt, six AAA batteries and six reusable funnels.

\$29.99 Delivered

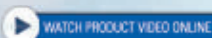
Valid 10/1/11-10/31/11

#563837

Costco.com only.



Smart for Life



Smart For Life® Gluten-Free and All-Natural Protein Bars

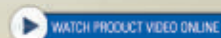
72 bars total. 18 grams of protein per bar. Choose between chocolate or green tea.

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#575238, 575245 Costco.com only.

Smart for Life® baked goods are 60% organic, all natural and without preservatives.



Smart For Life® 60-Day Variety Kit

Includes Smart Cookies, shakes, soup pouches and more. A comprehensive weight-loss approach to health and wellness.

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Mighty Mule Tacoma Automatic Single-Gate Opener Package

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Also available:

Gates and Dual Opener Search*: MIGHTYOCT



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Available for Xbox Kinect, Playstation®Move and Wii™. Release date 10/11/11.

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Opal and Diamond Ring

14kt white gold.

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14kt white gold.

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"Morgan" Cushion Diamond Ring

Platinum.

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Platinum.

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Round Diamond Earrings (.43 ctw)

14kt white gold.

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Round Diamond Necklace (.62 ctw)

14kt white gold.

\$1,799.99 Delivered

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Multicolor Sapphire and Diamond Bracelet

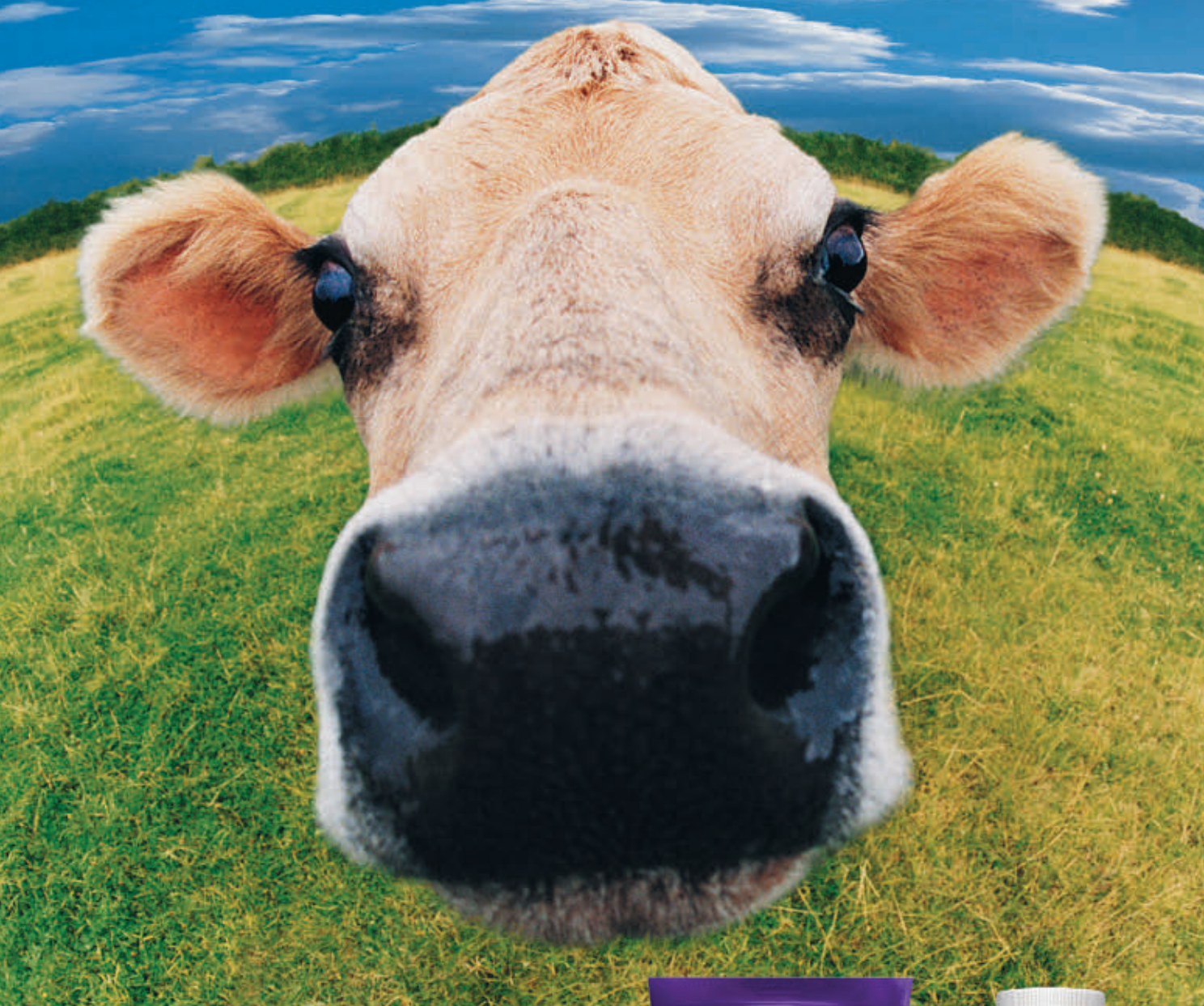
14kt white gold.

\$3,299.99 Delivered

#535484



All diamonds are minimum VS2 clarity, I color. All items Costco.com only.



There are other ways to get Calcium.

**Kirkland Signature™ has the essential
Calcium you need.***

You know how important Calcium is for your bones and teeth.* That's why Kirkland Signature gives you a variety of ways to get the essential Calcium you need.* Choose from delicious Chocolate Calcium Chews, Calcium Citrate or Calcium 600 + D3. Whatever you choose, get mooooooving ... because the health of your bones and teeth depends on it.*



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

**Adequate Calcium throughout life, as part of a well-balanced diet, may reduce the risk of osteoporosis.

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Our products deliver significant
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Costco's wine cellar

A toast to Kirkland Signature wines

BuyingSmart

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services. Send your questions about this article to:

buyingsmart@costco.com.

MANY A CONNOISSEUR scoffed when Costco began offering private-label Kirkland Signature™ wines in 2003. But then the unexpected happened. The first offering, a Kirkland Signature Shiraz from Australia—selling for \$9.99, but tasting like a \$40 wine—flew out of the warehouse.

Eight years later, Kirkland Signature wine is one of the most successful house-brand labels in the country, available in 34 states (plus Canada, Mexico, the UK, Japan, Korea, Taiwan and Australia). It's estimated that Costco will sell more than 4.5 million bottles of Kirkland Signature wine in 2011.

The biggest growth in sales this past year was for such wines as Napa Cabernet Sauvignons and Chardonnay, red blends and Rhône wines, including Châteauneuf-du-Pape and Côtes du Rhône Villages.

"We've made huge inroads in the wine market," remarks Annette Alvarez-Peters, Costco assistant general merchandise manager for corporate wine, spirits and beer.

A brand apart

The reason for the success of Kirkland Signature wine is deceptively simple. Costco's private-label wine

strategy differs sharply from that of other retailers. Most private-label wines compete at the low end, where the average price is less than \$5 a bottle.

Annette notes, "We are one of the very few private-label brands that focuses on quality wine at the premium, super- and ultra-premium wine level—at Costco prices." (See "Good wine made well" on the next page.)

Even the approach to wine selection is more sophisticated. All Kirkland Signature wines are highly crafted treasures that are as good as or better than wines of similar stature while offering at least 20 percent savings.

Consideration is given to Old World European wine-growing regions and the United States, Australia, New Zealand and Argentina—all New World wine

The Costco Connection

Costco.com carries a premium selection of wineglasses, corkscrews and aerators, plus a full selection of Vinotemp wine cellars. Warehouses offer wineglasses in all locations, plus wine refrigerators and Vinturi wine aerators in select warehouses.

PHOTOGRAPHY: FRANCE FREEMAN

More in archives

On Costco.com, enter "Connection." At Online Edition, search "buyingsmart."

Informational sips

SEVERAL DIFFERENT Kirkland Signature wines are offered in warehouses during three-month windows throughout a year. (The exception is Kirkland Signature Chardonnay: It is available year-round.)

Some selected wineries are small; likewise their inventory. This means that while all warehouses that carry wine receive an allotment of Kirkland Signature wine throughout the year, not all of them receive every wine. Know that when a specific wine is sold out, that vintage is gone. Purchase when you see it. (Wines are not available on Costco.com.)

Accolades for Kirkland Signature wines continue to flow in. In the last several months, the following Kirkland Signature wines were among those rated by *Wine Enthusiast* magazine:

- "Signature Series" Napa Valley Cabernet Sauvignon 2008 (\$19.99), 93 points out of 100, Editors' Choice
- "Signature Series" Oakville Cabernet Sauvignon 2008 (\$19.99), 91 points, Editors' Choice
- "Signature Series" Mountain Cuvée Cabernet 2007 (\$17.99), 89 points, Editors' Choice
- Kirkland Signature Merlot Columbia Valley 2008 (\$8.99), 90 points

Meanwhile, *Wine Spectator* magazine rated a pair of Kirkland Signature wines:

.....

countries. It is essential that each wine represents the true expression of its origin, embodies the best of a wine region and of the grape variety, and exceeds member expectations.

To achieve this, Costco forms partnerships with specific winemakers and their wineries, many of which participate in the sustainable viticulture movement and place an emphasis on sound environmental and social principles. "By forming partnerships, we are able to have control over the quality and have a consistent program for years to come," explains Annette.

After numerous tastings and discussions, Annette, her team of 10 buyers and the winemaker make the decision to either offer a wine from the winery's personal repertoire or create a new collaborative blend.

With age comes quality

The buyers bring with them a considerable amount of study and expertise. Half of Costco wine buyers have earned the Wine & Spirit Education Trust's Advanced Level 3 certification, the other half just sat for the Level 3 exam, and Annette continues to pur-

- Kirkland Signature Merlot Columbia Valley 2009 (\$8.99), 89 points, Best Value
- Kirkland Signature Châteauneuf-du-Pape Cuvée de Nalys 2009 (\$19.99), 91 points, Smart Buy

Kirkland Signature warehouse releases scheduled for this fall include:

- 2008 Napa Valley Mountain Cuvée Cabernet Sauvignon (\$18.99)
- 2009 Bordeaux Superieur Red Blend (\$7.99)
- 2009 Napa County Cabernet Sauvignon (\$12.99)
- Non-Vintage Brut Champagne (\$19.99)
- Non-Vintage Brut Rosé Champagne (\$24.99)
- 10-Year-Old Tawny Porto (\$16.99)

Kirkland Signature wines are ready to enjoy immediately, even though the reds can age if stored properly. White wines and non-vintage Champagne are meant to be drunk young. Consume them within one to two years of purchase.

For in-depth information on Kirkland Signature wines, visit Costco.com, click on "Costco Connection Magazine" among the Resource Guides, then "Kirkland Signature Wine Connection."

To find out if your warehouse carries wine, click on the "Beer, Wine & Spirits Locator," also among the Resource Guides.

—PV

sue her Master of Wine studies, the wine trade's most challenging wine exam (300 in the world have this qualification).

"Wine is an opinion in a glass," she says. "We know we can't be everything to everyone, but we can offer our members a taste of some very good wines from the best wine regions in the world at exceptionally good prices."

I'd say the Kirkland Signature wine program is aging quite nicely. [H]

Value in a bottle

HOW DO COSTCO'S wine prices compare to the competition's? Here's a look, based on a bottle of 2008 Argentina Malbec (750 ml):

Kirkland Signature: \$7.99

Competitor A: \$17.99

Competitor B: \$23.99

(Prices based on a survey taken in August 2011 in California stores. All wine prices may vary from state to state.)

Good wine made well

CONSIDER COSTCO'S WINE team your personal sommelier, providing shortcuts into the world of fine wines without the need for you to spend a lot of money.

To make selecting easier, Kirkland Signature wine is classified into three tiers, each with an identifying label.

Kirkland Signature Premium

- \$6.99 to \$10.99 (industry price \$12 to \$14.99)
- Typically 10,000 to 50,000 cases per wine
- Sourced from larger appellations (Examples: Sonoma County, Columbia Valley, New Zealand)
- Costco collaboration with specific winemaker and winery. Most often Costco's own blend.



Kirkland Signature Super Premium

- \$11 to \$16.99 (industry price \$15 to \$24.99)
- 6,000 to 10,000 cases per wine
- Sourced from a sub-appellation within a larger appellation (Examples: Rutherford, Russian River, Amador Valley)
- Costco collaboration with specific winemaker and winery. Most often Costco's own blend.



Kirkland Signature "Signature Series"

- \$17.99 and up (industry price \$25 and up)
- Designated as "Signature Series" on front or back label
- 3,000 to 6,000 cases
- Sourced from ultra-premium vineyards (Examples: Champagne, Châteauneuf-du-Pape, Oakville, Stag's Leap District)
- Costco collaboration with specific winemaker and winery. Most often Costco's own blend.





What your heart desires.

- ♥ Helps maintain proper circulation and promote heart health*
- ♥ Helps maintain healthy blood pressure levels already within a normal range*
- ♥ Replenishes natural CoQ10 levels in the body, which can be affected by statin medications¹

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

¹Note: Coenzyme Q-10 is not intended to serve as a replacement for statin therapy, nor should you discontinue taking any prescribed medications while supplementing with Coenzyme Q-10.

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USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org.

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KIRKLAND
Signature

Feel your spooktacular best with
our entire family of scientifically
formulated Kirkland Signature
dietary supplements.

October Best!



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Visit Costco.com and search: BIZ CHECKS, or call 1-866-373-6048.

New ShareBuilder website provides access and control

WITH THE MARKET and the economy in flux, it is more important than ever to have control over one's investments. That's the thinking behind ShareBuilder from ING DIRECT Investing, Inc. which puts Costco members in the driver's seat when it comes to investing.

"ShareBuilder from ING DIRECT Investing has improved the ShareBuilder website to provide new tools to help members make informed investing decisions," says Jim Goforth, Costco services manager.

Look for new features

An all-new, streamlined website, www.sharebuilder.com/costco, has cut the clutter so members can find what they want when they want it, and offers an introductory navigation tool, MyNavigator, to help them get started. The site also includes an updated, more robust research section, new trading options and more powerful investment tools, such as investment screeners, a stock or fund comparison page and personalized watch lists.

● **MyNavigator.** Tour the new website, and

watch a video about how to open an account, different ways to trade and how to transfer money.

● **Investment screeners.** Start with one of the most popular searches for stocks, exchange-traded funds or mutual funds, and customize the criteria as you like.

● **Compare page.** Compare a list of stocks or funds, side by side on one screen.

● **My Watch List.** An easy way to keep track of your favorite stocks, with an in-depth executive summary for each company, including latest quote information, relevant breaking news and stats at a glance.

And because investments don't stop moving just because you're away from your computer, Jim says, "ING DIRECT Investing has also upgraded their mobile app, which allows members to access their investment information and trade on the go, wherever they are."

For more information about this and other business services offered to Costco members, visit Costco.com and click on "Services." —T. Foster Jones



About ShareBuilder Accounts

SHAREBUILDER innovated an easy approach to online investing in stocks, mutual funds and exchange-traded funds based on automatic recurring investments with no minimums and no maintenance fees.

By investing in dollar amounts, you can acquire fractional shares—not a common practice with most brokerages. You designate the amount and frequency for your recurring transaction, and the source bank account for the automatic deduction. You set up these preferences online through a simple process, and you can modify these preferences just as easily anytime, with access to your account 24 hours a day.

With the ShareBuilder approach it is easy to follow your investment strategies.

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Signature

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You deliver the best every day; now fuel your body with a multivitamin designed just for you.

Helps maintain and support:
Heart health†
Bones & teeth†
Antioxidant protection†

Eye health†
Immune health†
Energy metabolism†

A multivitamin that is built to support your active lifestyle.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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BUSINESS PHONE SYSTEMS & SERVICE

Save up to **50%**

Bundles include two lines FREE for the first year.¹



- Easy to use & install
- Average phone system activation package starts at \$276.92²
- Receive a \$50 Costco Cash Card when you start your service by Oct. 31, 2011³



For more information call 1-877-824-3994 or visit Costco.com and search: OCTOBER PHONE

Services provided by AccessLine Communications.

¹ Savings based on a comparison of fees charged by other providers compared to AccessLine's Costco Executive member pricing. Individual savings may vary based on system requirements and rates and fees charged by competitors. For additional information, including fee schedules and additional terms and conditions, please visit www.accessline.com/connection or call 1-877-824-3994. Standard monthly line charges for the first two lines are waived for the 1st year. After the first year, monthly line charges will be applied at the Costco member rates.

² Average phone system activation package includes Digital Phone Service with 3 lines of service, 5 DPS phones, a one-time activation charge of \$79, and a one-time Auto Attendant activation fee of \$50.

³ Costco Cash Card offer expires Oct 31, 2011. Costco member must purchase Digital Phone System with service to qualify for \$50 Costco Cash Card offer. Offer does not apply to other AccessLine business phone services. You must refer to The Costco Connection coupon when enrolling in the service to be eligible for this offer. \$50 Costco Cash Card will be sent 6-8 weeks after completed enrollment.

Take credit, for sales big or small

"DO YOU TAKE credit?" That's a question consumers used to ask a lot. But today most business owners know that not offering payment by plastic costs them in sales. Consumers prefer credit for a variety of reasons. Some people use their cards when they're making a large purchase. Others want to save cash in hand or gain loyalty points, such as airline miles. Some are making reimbursable purchases for a company. Whatever the reason, cash-only merchants miss lots of sales opportunities.

"Without my Virtual Merchant account, I [would] lose between \$1,000 and \$3,000 in sales every weekend," says longtime Costco member Joe Beal of Bend, Oregon. Through his company, Bringing Friends Fun and Laughter, he sells high-grade stainless steel water bottles at Saturday markets and festivals. After he sets up his booth, he plugs in his laptop and receipt printer and begins chatting with customers.

"I'll do about \$1,000 in cash sales and somewhere between \$1,500 and \$3,000 in credit sales each weekend," he says. "So, it doubles or triples my sales, depending on the weekend. For me, it's a no-brainer."

The Virtual Merchant account Beal references is a service available through Elavon,

Costco's Credit Card Processing service partner. Virtual Merchant allows business owners to process face-to-face and e-commerce credit-card transactions. Through this service, businesses can accept Visa, MasterCard, American Express and Discover, as well as debit cards and corporate purchasing cards. All payment information is hosted and stored by Elavon, minimizing data-security and association-compliance concerns. It also integrates with multiple shopping cart applications for e-commerce environments.

"Elavon's fees and charges wind up being cheaper than anyone [else's] I've found, and I looked into 75 different credit-card companies," Beal says. He also notes that by upgrading from Business to an Executive Membership, Costco's highest level of membership, he pays no application or monthly statement fees.

"What sold me is the simplicity of the product," Beal says. "It's so easy to use. And, since I've been using it, I've found the customer service that comes with it is a huge benefit. I recently updated

my computer operating system to Windows 7. It changed the way some things worked on my computer, so I couldn't print my receipts. I called the 800 number and within five minutes I had an actual person on the phone. They ran me through everything I needed to do to fix it. I was back in business in 15 minutes."

For more information on this program or any other Elavon service, call toll-free 1-888-337-1883 and enter code 83200, or visit Costco.com and search "Virtual Merchant."

—Will Fifield



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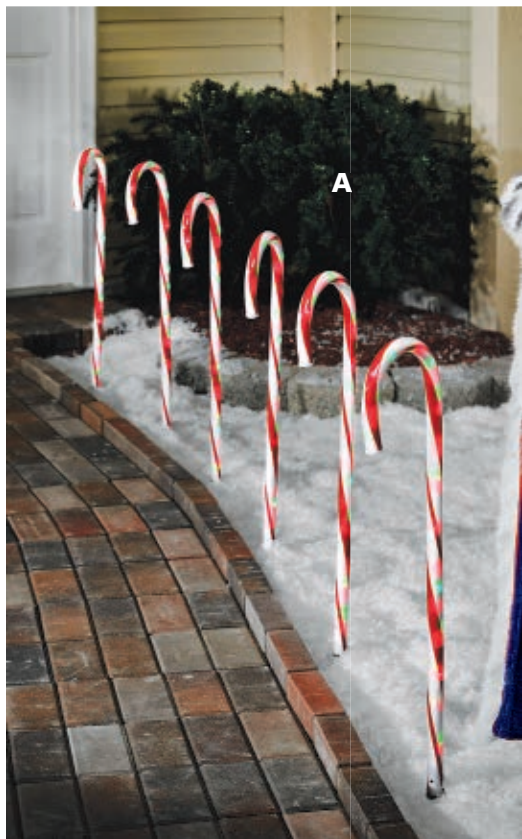
11TR1301 8/11

Click Travel at Costco.com or call 1-877-849-2730.

Exciting new products

What's new

arriving soon at costco



A



B



C

A. Sylvania Color-Changing Candy Cane Pathway Lights Each candy cane alternates between red and green lights or all lights can stay solid colors. Each one stands 29" tall, with 24" between each cane. Six connected candy canes make up a 10' lighted length with a total of 180 lights. Item #883883. **Warehouse only.**

B. Wooden Nutcracker Assortment Each wooden nutcracker stands 24" tall, features festive detail and is draped in fabric clothing. Choose from a king, soldier, drummer and mouse. Item #915775. **Warehouse only.**

C. Blue Sapphire and Diamond Ring This dazzling ring features an oval blue sapphire surrounded by 0.55 ctw of diamonds graded I color, VS2 clarity. Item #549058. **Warehouse only.**

D. Carter's 3-Piece Cuddly-Cute Combo These plush micro-fleece playwear sets are available in hooded and non-hooded styles for boys and girls. Sizes: 3M-24M. Item #668777. **Warehouse only.**

E. Whistler Wireless Inspection Camera The IC-3409PX's lightweight, handheld design lets you easily find, see, diagnose and solve hard-to-reach problems. The large, detach-

Mama mia!

SOME SAY it was invented aboard Neapolitan ships in the mid-16th century; others say it first appeared in print in an Italian cookbook in 1692. Marinara sauce, a spicy Italian tomato sauce, is now available at Costco.

Kirkland Signature™ Marinara Sauce is a hearty, all-natural, versatile sauce, crafted with vine-ripened California tomatoes and onions sautéed in extra virgin olive oil; garlic, basil, oregano and sea salt are added for an authentic flavor.

"We have a higher percentage of tomatoes, giving our members a better pure taste," says buyer Shauna Lopez. "You can use it straight out of the jar or in your favorite recipe, and it is a much higher-end sauce for half the price." Available in a three-pack of 32-ounce glass jars.

Item #525080. **Warehouse only.**





D



E



F



G



H

able, 3.5" wireless monitor offers full video and image recording as well as a TV/video output jack. Includes hard case, extra 3' flexible camera extension tube and 2 GB Micro SD Card. Item #582207. **Warehouse only.**

F. Collapsible 4-in-1 Party Carrier This four-in-one party carrier collapses to less than half its original size for storage and features a cake platform that converts into an appetizer tray. Transports 9" x 13" cakes, appetizers, casserole dishes, cake pans, cupcakes and more. Item #559985. **Warehouse only.**

G. Nyko ZOOM for Kinect The ZOOM reduces the play range required to enjoy Kinect software by up to 40%, allowing you to play closer to your TV. Specially designed optical lenses fit over the Kinect sensor and clip into place, making setup quick and easy. Item #612221. **Warehouse and Costco.com.**

H. Sesame Street: Once Upon a Monster Xbox 360 Kinect Video Game Join your favorite *Sesame Street* characters and friendly new monsters in a storybook adventure filled with discovery, learning and fun! Kids can play alone, with each other or with Mom or Dad in this controller-free gaming experience. Item #603091. **Warehouse and Costco.com.**

inside costco special events

Dates and events are subject to change. Special Events for other regions may be found on Costco.com; type "special events" into the search box.

Click [here](#) for a list of special events by region.

ALASKA

Anchorage

Sep 30-Oct 9 Gaming and entertainment mobile systems
Oct 14-23 Little Giant ladders
Oct 14-23 Lucky Clover jewelry
Oct 28-Nov 6 Massage chairs

Anchorage II

Oct 5-16 Portable solar power
Oct 6-16 Massage chairs
Oct 14-23 Traeger pellet grills
Oct 14-24 Gaming and entertainment mobile systems

Juneau

Oct 28-Nov 6 Massage chairs
Oct 28-Nov 6 Vitamix blenders

IDAHO

Boise

Oct 7-16 Women's fashion apparel
Oct 28-Nov 6 Fireplace inserts and wood stoves

Coeur d'Alene

Oct 7-16 All-natural skin care
Oct 28-Nov 6 Fireplace inserts and wood stoves

Nampa

Oct 14-23 Fireplace inserts and wood stoves
Oct 21-30 Remedy medical scrubs

Pocatello

Oct 14-23 Traeger pellet grills

Twin Falls

Oct 20-30 Jewelry to Your Doorstep (JTYDS) jewelry
Oct 28-Nov 6 Fireplace inserts and wood stoves

MONTANA

Bozeman

Oct 10-23 Women's fashion apparel

Helena

Oct 7-16 Traeger pellet grills

Kalispell

Oct 3-16 Women's fashion apparel
Oct 28-Nov 6 Traeger pellet grills
Oct 14-23 Traeger pellet grills
Oct 28-Nov 6 Little Giant ladders

OREGON

Albany

Oct 28-Nov 6 Traeger pellet grills

Aloha

Oct 21-30 Premium silk and cotton bedding
Oct 21-30 Remedy medical scrubs

Bend

Oct 7-16 Massage chairs
Oct 10-23 Women's fashion apparel

Clackamas

Oct 6-16 JTYDS jewelry
Oct 14-23 Massage chairs

Hillsboro

Oct 7-16 Premium silk and cotton bedding
Oct 17-30 Women's fashion apparel

Medford

Oct 21-30 Massage chairs
Oct 28-Nov 6 Traeger pellet grills

Portland

Oct 7-16 Traeger pellet grills
Oct 21-30 Fireplace inserts and wood stoves
Oct 21-30 Roma Designs jewelry

Roseburg

Oct 21-30 All-natural skin care

Salem

Oct 7-16 Fireplace inserts and wood stoves
Oct 21-30 Remedy medical scrubs

Tigard

Oct 7-16 Traeger pellet grills
Oct 21-30 Fireplace inserts and wood stoves

Oct 28-Nov 6 Massage chairs

Warrenton

Oct 3-16 Women's fashion apparel
Oct 28-Nov 6 All-natural skin care

Wilsonville

Oct 7-16 All-natural skin care

UTAH

Lehi

Oct 7-16 Traeger pellet grills
Oct 10-23 Women's fashion apparel
Oct 21-30 Little Giant ladders

Murray

Oct 7-16 Women's fashion apparel
Oct 14-23 Traeger pellet grills

Ogden

Oct 7-16 Women's fashion apparel
Oct 28-Nov 6 Massage chairs

Orem

Oct 10-23 Women's fashion apparel

Salt Lake City

Oct 7-16 Women's fashion apparel
Oct 28-Nov 6 Traeger pellet grills

Sandy

Oct 7-16 Women's fashion apparel
Oct 21-30 Remedy medical scrubs

West Bountiful

Oct 24-Nov 6 Women's fashion apparel

WASHINGTON

Aurora Village

Oct 7-16 Women's fashion apparel

Oct 14-23 Vitamix blenders

Bellingham

Oct 17-30 Women's fashion apparel
Oct 28-Nov 6 Gunter Wilhelm cutlery

Burlington

Oct 7-16 Massage chairs
Oct 17-30 Women's fashion apparel
Oct 28-Nov 6 Traeger pellet grills

Covington

Oct 7-16 Fireplace inserts and wood stoves
Oct 21-30 All-natural skin care
Oct 21-30 Remedy medical scrubs

East Wenatchee

Oct 7-16 Little Giant ladders
Oct 24-Nov 6 Women's fashion apparel

Everett

Oct 7-16 Fireplace inserts and wood stoves
Oct 14-23 Little Giant ladders
Oct 21-30 Massage chairs

Federal Way

Oct 14-23 Fireplace inserts and wood stoves

Gig Harbor

Oct 14-23 Vitamix blenders
Oct 28-Nov 6 Traeger pellet grills

Issaquah

Oct 11-20 Modesty apparel
Oct 14-23 Little Giant ladders



Vaccinations

Flu Shots Seasonal influenza vaccinations are available at most Costco pharmacies until late November.

Kennewick

Oct 28-Nov 6 Fireplace inserts and wood stoves

Kirkland

Oct 21-30 Remedy medical scrubs
Oct 21-30 Roma Designs jewelry

Lacey

Oct 7-30 Women's fashion apparel

Marysville

Oct 14-23 Fireplace inserts and wood stoves
Oct 17-30 Women's fashion apparel

Oct 28-Nov 6 Traeger pellet grills

Puyallup

Oct 7-16 Women's fashion apparel

Seattle

Oct 14-23 Traeger pellet grills
Oct 21-30 Remedy medical scrubs
Oct 31-Nov 13 Women's fashion apparel

Sequim

Oct 7-16 Traeger pellet grills

Silverdale

Oct 7-16 Massage chairs
Oct 20-30 JTYDS jewelry

Spokane

Sep 30-Oct 9 Spring Air mattresses
Oct 7-16 Fireplace inserts and wood stoves
Oct 7-16 Little Giant ladders

Tacoma

Oct 28-Nov 6 Fireplace inserts and wood stoves

Tukwila

Oct 6-16 JTYDS jewelry
Oct 7-16 Women's fashion apparel
Oct 28-Nov 6 Fireplace inserts and wood stoves

Tumwater

Oct 7-16 Fireplace inserts and wood stoves
Oct 28-Nov 6 Modesty apparel
Oct 28-Nov 6 Vitamix blenders

Union Gap

Oct 7-16 Massage chairs
Oct 14-23 All-natural skin care
Oct 14-23 Traeger pellet grills

E Vancouver

Oct 8-16 Fireplace inserts and wood stoves
Oct 14-23 All-natural skin care
Oct 21-30 Traeger pellet grills

Woodinville

Oct 21-30 Fireplace inserts and wood stoves
Oct 21-30 Traeger pellet grills

warehouse hours

Monday-Friday 10am-8:30pm
Saturday 9:30am-6pm
Sunday 10am-6pm

Costco.com open 24 hours a day, 7 days a week

Additional services

Costco Auto Program.

1-800-800-9288;

www.costcoauto.com

Fife and Lynnwood, WA, Business Centers, Print & Copy Center. Delivery to businesses, more business products. Open to all Costco members. 1-800-788-9968

specialty services

at your local warehouse or business center

ALASKA

	1-Hour Photo	Auto Program	Business Delivery	Car Wash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Anchorage	•	•	•			•	•	•	•	•	•
Anchorage II	•	•	•			•	•	•	•	•	•
Juneau											

IDAHO

	1-Hour Photo	Auto Program	Business Delivery	Car Wash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Boise	•	•			•	•	•	•	•	•	•
Coeur d'Alene	•	•			•	•	•	•	•	•	•
Nampa	•	•			•	•	•	•	•	•	•
Pocatello	•	•			•	•	•	•	•	•	•
Twin Falls	•	•			•	•	•	•	•	•	•

MONTANA

	1-Hour Photo	Auto Program	Business Delivery	Car Wash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Billings	•	•			•	•	•	•	•	•	•
Bozeman	•	•			•	•	•	•	•	•	•
Helena	•	•			•	•	•	•	•	•	•
Kalispell	•	•			•	•	•	•	•	•	•
Missoula	•	•			•	•	•	•	•	•	•

OREGON

	1-Hour Photo	Auto Program	Business Delivery	Car Wash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Albany	•	•	•			•	•	•	•	•	•
Aloha	•	•				•	•	•	•	•	•
Bend	•	•				•	•	•	•	•	•
Clackamas	•	•				•	•	•	•	•	•
Eugene	•	•	•			•	•	•	•	•	•
Hillsboro	•	•			•	•	•	•	•	•	•
Medford	•	•			•	•	•	•	•	•	•
Portland	•	•			•	•	•	•	•	•	•
Roseburg	•	•			•	•	•	•	•	•	•
Salem	•	•			•	•	•	•	•	•	•
Tigard	•	•			•	•	•	•	•	•	•
Warrenton	•	•			•	•	•	•	•	•	•
Wilsonville	•	•			•	•	•	•	•	•	•

UTAH

	1-Hour Photo	Auto Program	Business Delivery	Car Wash	Costco.com Kiosk	Gas Station	Hearing Aids	Ink Cartridge Refill	Optical	Print & Copy Ctr.	Service Deli
Lehi	•	•			•	•	•	•	•	•	•
Murray	•	•			•	•	•	•	•	•	•
Ogden	•	•			•	•	•	•	•	•	•
Orem	•	•			•	•	•	•	•	•	•
St. George	•	•			•	•	•	•	•	•	•
Salt Lake City	•	•			•	•	•	•	•	•	•
Sandy	•	•			•	•	•	•	•	•	•
West Bountiful	•	•			•	•	•	•	•	•	•
West Valley	•	•			•	•	•	•	•	•	•

WASHINGTON

Aurora Village	•	•	•			•	•	•	•	•	•
Bellingham	•	•	•			•	•	•	•	•	•
Burlington	•	•	•			•	•	•	•	•	•
Clarkston	•	•				•	•		•		•
Covington	•	•	•			•	•	•	•	•	•
East Wenatchee	•	•				•	•	•	•	•	•
Everett	•	•	•			•	•	•	•	•	•
Federal Way	•	•	•			•	•	•	•	•	•
Fife Business Center		•	•								•
Gig Harbor	•	•	•			•	•	•	•	•	•
Issaquah	•	•	•			•	•	•	•	•	•
Kennewick	•	•				•	•	•	•	•	•
Kirkland	•	•	•			•	•	•	•	•	•
Lacey	•	•	•			•	•	•	•	•	•
Lynnwood Business Ctr.		•	•			•					•
Marysville	•	•	•			•	•	•	•	•	•
Puyallup	•	•	•			•	•	•	•	•	•
Seattle	•	•	•	•		•	•	•	•	•	•
Sequim	•	•				•	•		•		•
Silverdale	•	•	•			•	•	•	•	•	•
Spokane	•	•				•	•	•	•	•	•
N Spokane	•	•				•	•	•	•	•	•
Tacoma	•	•	•			•	•	•	•	•	•
Tukwila	•	•	•			•	•	•	•	•	•
Tumwater	•	•	•			•	•	•	•	•	•
Union Gap	•	•				•	•	•	•	•	•
Vancouver	•	•				•	•	•	•	•	•
E Vancouver	•	•				•	•	•	•	•	•
Woodinville	•	•	•			•	•	•	•	•	•

COSTCO SERVICES

Update

To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.

NEW SERVICE

Affordable 401(k) plans for small businesses

PHOTODISC

INTUIT AND COSTCO have launched a new service: Intuit 401(k). Costco business members now have an affordable way to offer their employees the opportunity to enroll in a 401(k) plan through Intuit, the provider of Costco's payroll services since 2006, and the same company that develops the popular Quicken and QuickBooks financial software.

Retirement plans are one of the benefits most frequently requested by

employees, and offering a plan is easy. With Intuit 401(k) you pay a flat monthly administration fee and minimal asset fees. You can take advantage of big tax savings for your business and provide a strong benefit to attract, reward and retain your employees at a low price exclusively for Costco members.

For more information, go to Costco.com and search "Intuit2," or call toll-free 1-855-807-4357.

PRACTICAL TIP

Safe mortgage shopping

COSTCO MORTGAGE SERVICES provide an easy way to check mortgage rates and obtain your next mortgage. It has been designed to be hassle free and to protect your identity. To learn more about the service, visit Costco.com and search "Mortgage."

Members need to be proactive about protecting themselves from unwanted solicitations. Often such solicitations are a result of national credit bureaus selling personal information each time a credit report is pulled. Here are three ways to opt out of unwanted offers.

■ OptOutPrescreen.com is a service for opting out of insurance or credit offers. Register at www.optoutprescreen.com, or call toll-free 1-888-567-8688.

■ The National Do Not Call Registry is a phone opt-out program provided by the Federal Trade Commission. Register at www.donotcall.gov, or call toll-free 1-888-382-1222.

■ DMAchoice is a mail opt-out service. Register at www.dmachoice.org, or mail an opt-out request to DMA, Mail Preference Service, P.O. Box 643, Carmel, NY 10512.

MEMBER FEEDBACK

Good experience with Essex Credit

ESSEX CREDIT, Costco's provider of RV and boat loans, is getting high marks for offering great rates and excellent customer service. Here's what two Costco members had to say:

My experience with Essex was awesome. I submitted the application and learned that we qualified the next day. Our sales representative was awesome. I've worked in customer service for 15 years and I would hire her in a second. It was very pleasant, easy, professional—a real no-brainer.

Ricky Phillips
Tacoma, Washington

It was an extremely wonderful experience—the easiest thing I've ever done. I am a very picky person, so it took me about three days after I read about Essex in The Connection to do research, and I found out that everything was legit. And it's Costco; it's got to be a good situation. They sent me stuff, I signed it and sent it back. Easy.

Barb Akins
Milwaukie, Oregon

Check for special refinance rates from Essex Credit exclusively for Costco members. Go to Costco.com and search "RV Refinance."

WIDER AVAILABILITY

Personal Health adds Nevada and Virginia

THE COSTCO PERSONAL Health Insurance program has expanded to Nevada and Virginia, making the program now available for Costco members in eight states, including Arizona, Georgia, Illinois, Michigan, Pennsylvania and Texas.

These plans offer broad coverage, lower pricing, valuable programs and many members-only features. Benefits include premiums negotiated exclusively for Costco members, lower co-payments at Costco pharmacies and access to a nationwide physician and hospital network.

To learn more, go to Costco.com and search "personalhealth," or call toll-free 1-888-370-6930.

Costco Personal Health Insurance Plans are underwritten by Aetna Life Insurance Company directly and/or through an out-of-state group policy to members of Costco Wholesale. To the extent permitted by law, these plans are medically underwritten and you may be declined coverage in accordance with your health condition. Health insurance plans contain exclusions and limitations.

Don't forget to use your Reward on your next trip to Costco.

Get S.M.M.A.R.T.

WANT YOUR KID to be SMMART? Take a trip to member Lisa Bergantz' website, "SMMART Ideas" (<http://smmartideas.blogspot.com>), where you'll find lots of learning activities to share with your children. SMMART stands for Science, Math, Music, Art, Reading and Time-out. Bergantz posts a new activity from one category each week.

Inspired by her three daughters, Bergantz, 36, started the website to introduce science and math to kids early on. "I wanted them not to be afraid of science or math," says Bergantz, who has a degree in molecular biology. She wanted to share her knowledge with other moms as well.



These rice crisp ghosts are a tasty science lesson, as Lisa Bergantz explains the physics behind the snap, crackle and pop as well as providing a recipe for the October treats.

SMMART doesn't stop at science and math. "[Children] need to know about music, art and reading, too," Bergantz says. She also offers occasional "time-out" posts, such as a timely entry on Halloween safety.

Bergantz test-drives activity ideas with her family, and gets feedback from moms, teachers and home-schoolers. She likes to keep the activities simple, so that anybody can do them with household staples. The SMMART site is strictly not-for-profit. "It's just a great resource for spending quality time with your kids," Bergantz says. —Maria Bellos Fisher

We want to hear from you!

IF YOU HAVE A NOTE, photo or story to share about Costco or Costco members, email it to connection@costco.com with "The Member Connection" in the subject line or send it to "The Member Connection," The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.



VANESSA JESPERSEN-WHEAT

MAYBE IT'S HEREDITY: His father served hot dogs at the 1964 World's Fair in New York. Whatever the reason, Jesse Herzog, 29, a real estate developer, felt the call. So, in 2009, he opened Zog's Dogs, a San Francisco eatery (<http://zogs-dogs.com>).

"I thought there was a niche in the San Francisco market for food that didn't take itself too seriously," he says.

Consequently, Zog's Dogs features not only classic hot dogs and gourmet sausages, but offers whimsical, off-menu items such as the Extreme Corn Dog, wrapped in Kirkland Signature™ bacon and covered with honey and powdered sugar, and the Moral Conundrum, a veggie dog wrapped in bacon.

Other top sellers are the bacon-wrapped Mexico dog, which comes with onions and jalapeños, and the Prop 8, two

hot dogs in one bun.

Herzog, who also does on-set catering and create-your-own-hot-dog events, says his secret is 75 percent business and 25 percent creative outlet. He hosts an annual creative fellowship for artists worldwide. This year four painters did free ketchup-and-mustard portraits of customers on takeout trays.

Herzog's dream is to open a second location featuring a bar. The outlook is good: More than 25,000 people per year line up for his hot dogs, including Mayor Gavin Newsom, who declared October 16, 2009, Zog's Dogs Day.

"In the culinary capital that is San Francisco, I think the one hot dog that I'm willing to concede competition to is the Costco dog," says the longtime Costco member.—Shana McNally

"Having four daughters, dress up is a big thing at our house, but I had never seen these outfits before. I asked one daughter who she was and she replied, 'I'm a Cost-a-co [demo] Lady!' The girls demoed some of their homemade food at a party we were having. Most of our guests were Costco members and the show was a hit!" —Chris and Janice Macklin, Brighton, Michigan



From left to right, Penelope, Annabelle, Cambel and Maren

MORTGAGE SERVICES

We've done the comparison shopping for you.



BANK OF AMERICA®

\$1650*
lender fees



WELLS FARGO®

\$1205*
lender fees



COSTCO
EXECUTIVE
MEMBER

\$600**
lender fees

Members who use Costco's Mortgage Program offered through First Choice Bank:

- Save on lender fees.
Executive Member Lender Fees capped at \$600**
Gold Star/Business Member Lender Fees capped at \$750**
- Save up to \$5,000 over the typical life of the loan.†
- Get a no-obligation quote online.



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To receive a real-time quote on your mobile device, text RATES to 71034.
Message and data rates may apply.

General Program Disclosures: Services are provided by First Choice Bank, a New Jersey state-chartered bank, which is registered or exempt from state licensing in the states it originates mortgage loans. Must be a Costco member to participate in the Costco Mortgage Program.

* Lender fees for Bank of America and Wells Fargo are provided by Informa Research Services, Inc. Source: Informa Research Services, Inc., Calabasas, CA. www.informars.com. Although the information has been obtained from the various institutions themselves, the accuracy cannot be guaranteed. Bank of America is based on a loan amount of \$250,000 and an APR of 4.306%. Wells Fargo is based on a loan amount of \$250,000 and an APR of 4.416%. Bank of America and Wells Fargo are trademarks of Bank of America and Wells Fargo respectively. Fees were accurate at time of printing.

**Lender Fees include application, commitment, underwriting, processing fees or similar fees and DO NOT include 3rd party fees, such as title insurance, appraisal, tax service, escrow and other such fees in which the lender does not profit and which are passed directly through to the borrower. Fees are set forth on the Lender's Good Faith Estimate. For information on what is included in Lender Fees through the Costco Mortgage Program visit www.costcofinance.com.

† Estimated savings are calculated over a 7 year period and are based on a comparison of lender fees, rates and points expressed as an Annual Percentage Rate (APR) of 4.125% for a \$250,000 30-year fixed rate loan with a LTV-80, comparing loans obtained by Costco Members through First Choice Lenders from Dec. 1, 2010 to May 31, 2011 to the APR average of national mortgage lenders in a comparative study conducted by Informa Research Services, Inc. Individual savings may vary.

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